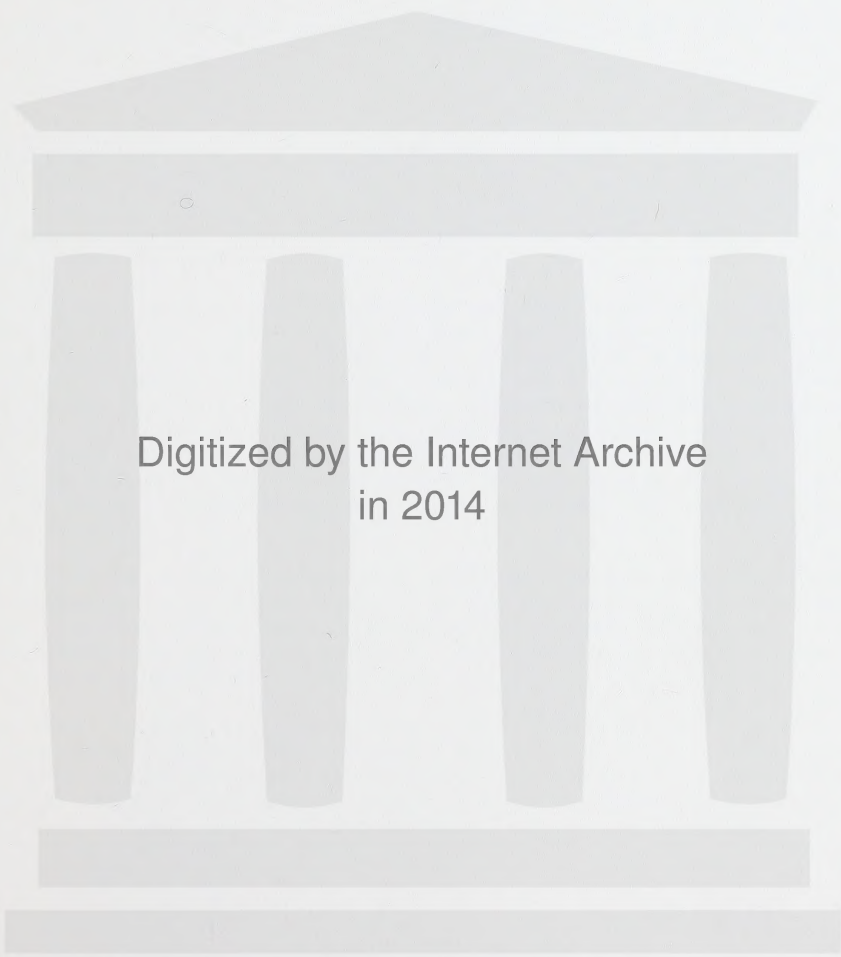


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SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

Early in the summer the family toured the Pacific Northwest. We enjoyed the rich scenery, sprinkled with cool, snow-capped mountains. The memory of majestic Mt. Ranier was much with us when we rounded the last curve of our homeward trip and Mt. Diablo came into view. "What happened!" someone exclaimed. "Someone's has squashed down poor old Diablo!"

What a difference is made by perspective! And one never knows how a change in perspective may come about. Possibly it may come about at one of the chapter meetings this year. Our first one is to a brand new library. Perhaps you feel the last thing you need to see is another library. But how can you tell in advance that you may not learn something? Often important revelations are embarrassingly simple. For a long time I have been fighting a particular door in our library--it swings inward, causing an awkward arrangement of materials in the room. An assistant suggested one day that the door be re-hung to open in the opposite direction. I had been unable to see this simple solution! I had needed a new and different perspective.

Perhaps you have stayed away from meetings in the past because the announcement seemed uninteresting. But the announcement is not the meeting! And sometimes it is true that a meeting is not completely interesting to you. But you may instead have an invaluable exchange of ideas over a cocktail before the meeting. You cannot predict these things before they happen.

Do you feel that a meeting has to entertain you? Why sell yourself short? Perhaps you might entertain a meeting! The discussion period is an excellent chance to share your ideas and problems with the group. Sit with new librarians at the dinner instead of always with friends or members of your staff. You may have a pretty good idea of what your staff has to offer, but you can never tell what you may learn by taking the time and making the effort to become acquainted with another librarian whom you don't know.

Change your perspective and you may find unexpected interests and values. For a starter, let me shift one perspective for you right now: have you ever thought what you might have to offer the chapter--as well as what the chapter has to offer you? Try that on for size!

Glenn R. Maynard
President

SPECIAL LIBRARIES ASSOCIATION

San Francisco Bay Region Chapter. Bulletin, 33(Sept. 1962)1.

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The BULLETIN will be published September, December, February, April and June. Absolute copy deadline is the 29th of the month preceding month of publication. Decent chaps will not procrastinate so grossly.

NOTE BENE:

The Editor will not be in California during September, October, and part of November. This unusual circumstance stems from his being summoned to Washington, D.C., to sit in council on some technical committees pertaining to the National Agricultural Library. After consultation with the Chapter President it was decided that the November issue of the BULLETIN will be edited from Our Nation's Capital. The Editor will return to the Bay Region around 10 November.

Accordingly, the next BULLETIN must largely be written by you all. Committee chairmen and other officers will be requested to report on specific things. During this odd period, mail for the BULLETIN should be sent to the editor's regular address, as above. It will be forwarded to his temporary Washington address. At Chapter meetings, etc., the Advertising Manager will represent the editor, and in the absence of the former, the Chapter President will take information. And please pay your Federal Taxes promptly and cheerfully! The Editor appreciates this junket from all of you.

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I WAS THERE!!



SLA
WASHINGTON — 1962

PHYLLIS J. ANDERSON (Federal Reserve Bank, San Francisco) Monday's bus tour of foreign embassies, a sell-out, featured a visit to an authentic Japanese tea house on the embassy grounds, along with an entertaining, candid and lucid commentary by a Japanese hostess; a tour of the fabulous Islam Institute, constructed with materials from all over the world and built for worshippers of that faith in the Capitol; and a lengthy stop at the former manse of the owner of the Hope diamond--now the Indonesian embassy. Hostesses in native dress served hot and cold delicacies and showed us a movie of the life in Indonesia.

Tuesday's Biology luncheon at the Shoreham featured fascinating Rachel Carson, author of The Sea Around Us, with a talk on insecticides and their effect on Mother Nature, particularly in destroying tree and bird life and upsetting delicate balances which have existed for thousands of years and are vital to the world as we know it.

The GPO tour was highlighted by a speech from the Public Printer and a few apt words from our good friend Carper W. Buckley, who exists otherwise anonymously as the Supt. of Documents.

Private visits to Washington's storehouse of libraries included the Joint International Money Fund, the IBRD library (they have a lovely Indian reference librarian on their staff, who wore a divine yellow sari.

Wednesday evening we heard a very tired discussion on "what's happening in documentation". On the otherhand, what the undergraduate library of the University of Chicago is doing to mechanize their processes was very much worth the time spent for the presentation.

Post-convention touring on Saturday was rather exciting--the National Academy, with electronic hearing aids in every room; Jackie Kennedy's refurbishment of the White House, and visits with SLA friends in Chevy Chase and Washington suburbs.

GEORGE R. LUCKETT (Naval Postgraduate School, Monterey) In general the Washington Conference was a good one. Like all conferences there was about an equal sharing of time between those speakers who had something to say and those who just wanted to talk. Organizationally, the Conference was much inferior to last year's in San Francisco. Since, due to distance, I was unable to assist in the preparations for either conference, I think I am being objective. From my own experience and the comments of others, there seemed to be too many committee-ribbon bedecked people who were uninformed about the Conference. Nothing alienates a visitor more than finding that the advertized source is dry of information. San Francisco may take a bow!

There were, again, too many talks on the "little black boxes." The subject of "computers" and "information retrieval" is an interesting one, and I and my library are as involved as any in this application. However, repetition of such talks when nothing new is being added is indeed boring--and when a librarian (not a mathematician) tries to talk about a computer program and its use rather than adhere to the application and its bibliographic aspects, it can even be funny.

The meetings (social hour, luncheon, and business) of the Military Librarians division were excellent. The first provided a wonderful opportunity to meet and greet; the second provided a tasty and well-served meal plus

a most interesting and entertaining speaker, Mr. L. Sprague de Camp talking on "Science in Fact and Fiction"; and the third furnished a brief (congratulations, Mr. Holloway!) business meeting and a particularly good presentation on the Army's new organization.

ALLEN THOMPSON (Atomic Products Division, General Electric Co., San José) One of the most interesting meetings was one sponsored by the Petroleum section at the Department of Interior. The speakers represented the Office of Technical Services and the Library of Congress' Inter-Library Loan Department and Card Division.

I went to Washington with several questions I wanted to ask OTS; the representative at this meeting answered them all. He attempted to explain why the indexes to Translation Monthly were late. He discussed the new policy of materials being available at deposit libraries and that the collections will be staffed so that there will be adequate reference and borrowing services. It was particularly pertinent to me to learn that U.C., which will be a depository, is supposed to loan us materials as well as do reference for us from the same materials!

It was thrilling to visit the Library of Congress Manuscript Division and see letters signed by George Washington, Benjamin Franklin, and John Paul Jones (the only 86-proof member of the Continental Congress). Particularly interesting was the casual way in which these letters are filed--not under glass, but in ordinary folders. Franklin was more concerned in his letter with a recipe for Parmesan cheese than with the laying of a corner stone.

When I was in New York I had the opportunity to tour the Rockefeller brothers' offices and library--the latter most attractive, and with a fabulous view. It goes without saying that there was representative and first-class modern art throughout the offices and library. I am sure that a highlight for all nineteen of us was a chance to renew our acquaintance with many friends from previous conventions.

BARBARA IVANTCHO

(Stanford Research Institute, Menlo Park) The visit arranged by the Documentation section to the Bureau of Ships on Thursday morning was especially illuminating to all of us who went there because of the lucid and stimulating presentation by Dr. James P. McMurray of the Information Retrieval Staff, and because of the variety of new methods that they are experimenting with and actually using.

The high point was the opportunity to see in operation that legendary machine, the Rapid Selector. I had seen it once before, thirteen years ago, looking like a giraffe and regarded then with awe as a portent of the future. It is now a working part of BUSHIPS research program, answering 150 questions per month. It reads 5000 pages a minute and, without stopping, prepares for the inquirer a film containing the documents pertinent to his question. Five scientists work full-time indexing documents for its input. The staff feels that this, rather than the computer, is the answer to the information problem, since it can provide full text (on microfilm rather than mere bibliographies).

The complementary part of this retrieval program is a specially designed facsimile transmitter that will soon be able to send the product of the Rapid Selector across the country, almost instantaneously, to all the naval shipyards.

BUSHIPS' other projects range from simple peek-a-boo indexes to a system of varityped sequential cards that are reproduced on photolist equipment to make the Bureau's manuals. The cards are later punched, and used for information retrieval--there are about 6,000,000 of them now! We left Dr. McMurray puzzling over how to make a permuted title index on the varityper so that it would be easier to read and use than computer type. He hasn't figured out how to permute it yet, but I have no doubt that he will.

GLENN R. MAYNARD (Lawrence Radiation Laboratory, Livermore) Sunday, May 27, 1962. The Library of Congress, composed of two buildings and many underground caverns, is a large institution where one can get easily lost. I soon understood why persons in one part of the building don't know those in another. It would be too much effort to bridge the chasm. I spent some time in the International Organizations Section of the General Reference Department, where the World List of Future International Meetings is prepared. Mrs. Murra, head of the section, indicated they are glad to answer requests for information. In the future, the quarterly lists will contain all meetings for the period covered--interim monthly issues contain only new meetings.

...The Exhibit hall (at the Convention) was opened with a reception. The hall was sufficiently large to permit chairs and ~~tables~~ where you could sit and enjoy a cocktail. The balance of the week coffee was available. There were some 50 exhibitors. I was particularly taken by the Fordham Equipment Co.'s demonstration of the transfer method of placing call numbers on book spines. The result gives a neat, uniform, print-like appearance.

Monday, May 28. On Monday Mr. Detlev W. Bronk, President of the National Academy of Sciences, gave the keynote address at the opening session. He made the point that the vitalization of our culture is prompted by our curiosity. We must create a more desirable environment; fear is one great deterrent to our advancement.

In the afternoon the main session was a panel on "Applications of the Large Computers to Information Storage and Retrieval", sponsored by Documentation, Business and Finance, Metals, Military Librarians, & Science Technology Divisions. Carolyn Kruse, Librarian, U.S. NOSTS, China Lake, spoke on Coordinate Indexing. She indicated that coordinate indexing is not satisfactory for a large, diverse collection, and that it was not good for browsing. She further stated that a machine does not save any intellectual effort, but it does save some time in manual operations. The greatest costs are for machine time, followed by key punching, then by programming.

Robert Kennedy, Bell Telephone Laboratories, told of their use of the IBM 7090 (Consult SHARE 1239). One feature is a line of 120 characters; of this number, 106 is used for the title. He spoke of a "wrap-around" which extended the title on the next line when required. The limitations of permuted titles were met by extending the title with additional words, picked up from the abstracts, and place at the end of the title in parenthesis.

The Incoming Chapter Officers dinner was presided over by Wm. S. Buddington, John Crear Library, who gave us pointers on submitting reports to headquarters.

Tuesday, May 29. Ralph Shaw had just finished his part on the General Session program this morning before I got myself comfortably seated.

Edward Heiliger, Librarian, University of Illinois, Chicago division, gave a detailed talk on "Applications of Data Processing Techniques to all Library Procedures." The equipment used is AVCO Microstorage--it is similar to IBM WALNUT. This project did not emphasize information retrieval, but did emphasize flexibility. The Readers Guide was reproduced on 8 rolls of tape. Cost for the tape: \$528.00.

In ordering material, any type of order card may be used. Human verifiers are required. The item ordered is key punched on an FAM card. Human revision of the punching is required, too.

In cataloging, the original material is used as a work slip. IBM prints out book cards, pockets and labels. Among other print outs are: a list in the stacks for all books charged out on loan, in the bindery, etc.; annual serials list; bindery list; reading interests of borrowers; new books for circulation. Cataloging costs were \$8.05 plus \$4.05 processing costs. Cost to

circulate was 41¢ per title.

Last speaker was Donald R. Swanson, Manager, Synthetic Intelligence Dept., Ramo-Wooldridge. I like that department's monicker. His talk was titled: "Possibility of Bringing Machines to the Servicing of the Intellectual Operations in Libraries." He stated that the growth of scientists and information were at the rate of about 6% per year since 1700. Population growth has been 2% per year.

This rapid growth of information has given us a classification system which is none too good. As classification grows more complex, more errors come about. The user has more trouble finding where the cataloger has put it. For one part of his project Dr. Swanson studied the contents fed into a computer in relation to the questions asked of it. While a manual search of the collection produced 20 to 30% of the available material, automatic retrieval produced twice as much.

After hearing this and other speakers on the subject, I realized that there is an increasing awareness of the costs, particularly input costs.

Wednesday, May 30. I found the work shop on library techniques, sponsored by the Metals Division, to be interesting and worthwhile. The attendees were free to pick any one of ten tables to sit at and participate in round table discussions on cataloging, classification, reference, circulation, etc. I chose Acquisitions and Serials, and picked up several bits of useful information. Each table had a tape recorder. I learned that some libraries are using Xerox 914 to reproduce catalog cards. Walter Goulard in New York sells a perforated rag-card stock sheet for the 914 that will reproduce four 3x5" cards, with bottom and end perforated, leaving tops smooth when the cards are burst apart.

The evening discussion led by Chris Stevenson on the subject "Education for Science Information Personnel" In talking with him later I found him to be very concerned for the future of librarians, and in the omissions of library schools to provide properly trained persons in the documentation field. He is fearful other groups may step in if the profession doesn't take the proper steps to close the gap.

Thursday, May 31. This was one of those days I should have stayed in bed. The first warning was a malfunctioning elevator. It almost stranded me between floors. I decided to visit the Science Information Exchange of the Smithsonian Institution. This office is supported by several government agencies, including AEC. It is a clearing house for current research, registering projects from all recognized research institutions and from individual investigations, too. One can ask for information on specific research problems and will be sent Notices of Research Projects, which gives the names and furnishes summaries of projects. Information on symposia, congresses and meetings is also available for asking.

After a tour of ASTIA in the afternoon, during a downpour, my troubles really began. I was to have dinner in Baltimore. At 5:00 there was no bus to return the group from ASTIA. By 6:00 we realized a conclusive misunderstanding had taken place, and each bus driver had retired his bus for the night. Kind souls came out to rescue us by private cars. By now I had missed my train to Baltimore, and the next one was late in addition. Arriving in Baltimore, I engaged a cab, who got lost while we toured greater Baltimore for an hour.

THEODOR B. YERKE (U.S. Forest Service, Berkeley)

The moment I saw the slide projector at the banquet I knew Dr. Siple's lecture would be a fiasco. Still, it was nice to hear about Antarctica and Little America again. In childhood these snowy adventures loomed large, though I thought that Evelyn Byrd was Fridtjof Nansen's girlfriend who had run off South with Buck Rogers or Wiley Post. The banquet had been turgid and slow, the tables dry, and

everything was running late; the comedy routines with the projector merely added to the unfortunate disadvantages which Siple had to prevail against. After this illustrated lecture followed the complete panoply of awards and presentations. Mr. Clapp, the M.C., was a saving buoyancy in this Civil Service-tempo'd evening.

At the Library of Congress on Thursday it was quite evident that no one need look for the new Union List of Serials much before mid-1964. Preparation of the paste-up pages for the camera is an enormous and complex operation, resembling the famous instructions in MAD Magazine for a do-it-yourself coffee table. When everything is ready for photography, the entire copy, mounted on boards and housed in huge cookie-drying cabinets, will be floated to London where the special camera exists which can follow the intricate photographic program. Following photography, everything must be barged back to Washington, after which will follow plate-making, printing and binding. When I was there, they were near the end of the letter R.

Most of my time was claimed by the bureaucrats who employ me. Space conditions in the National Agricultural Library have not been alleviated merely by expanding the name of the Institution. The stacks are a chaos of crowding, like San Francisco State College Library in the last months on Buchanan street--except that this collection numbers in the millions instead of the hundred-thousands. The aisles in front of the stacks are piled knee- and waist-deep with materials for which there is no other room. Paging must be a special art! I wonder what image of libraries and the national government the GS-2 page-boys from D.C. slums get while silver-fishing in this great glut of documentation.

There is an accute awareness of this condition by Mr. Mohrhardt and his staff. But he is poor as a churchmouse compared to the military and other defense-oriented outfits. Plans are afoot for thorough study and revamping of many NAL services. The need is manifest and seen, and it is only a matter of (ha!ha!ha!) of getting money from the Congress.

I was somewhere else!

--Russell Shank at A.L.A.

By the grace of careful programming, a strong umbrella and swim fins, a Special Librarian might have found the recent ALA Conference at Miami Beach useful and entertaining as far as conferences go.

The Rare Book Association of College and Research Libraries conducted a session on "The Art of the Map Maker", presided over by Harry Shaw Newman of the Old Print Shop in New York City.

The Library Equipment Institute, a pre-conference program, was devoted in part to "Equipment and Methods in Photocopying with Special Emphasis on Copying from Bound Volumes" and "Equipment and Methods in the Production of Full-Size Copy from Microtext". These last two sessions were conducted by William Hawken of Berkeley--formerly with the University library's photographic service. (His tests have indicated that only five machines are believed satisfactory for library use as book copiers.)

Don Swanson, manager of the Synthetic Intelligence dept. of Ramo-Wooldridge corp. spoke at the afternoon program session of the Association of Research Libraries on "Library Goals and the Role of Automation." Among his comments: "Machines are improving faster than people are, and perhaps you will want to sit back and wait until the two curves cross

before beginning automation." While Mr. Swanson was helping librarians build up fortitude to face machines in many aspects of librarianship, Dean Jesse Shera of Western Reserve University was helping save face while backing down from more traditional operations in his talk, "Automation and the Future of Cataloging." At a joint luncheon meeting of the Resources and Technical Services Division--Serials and Cataloging and Classification Sections, Shera was confident that catalogs far more effective than any that exist can be built. Swanson suggests that substituting machines for humans in descriptive cataloging is more remote than in subject cataloging.

The Resources and Technical Services division hosted a symposium on "application of Advanced Data Processing Techniques to Library Procedures" devoted to a description of planning and installation of a machine-based system for the Chicago Undergraduate Division of the University of Illinois Library. This application may be successful in Chicago, however, the speakers all agreed that application in a different set of circumstances in another library would be just as dangerous as a home surgery kit.

Edward Heiliger of the University of Illinois, Chicago Branch Library, conducted a meeting of the recently appointed Information Retrieval Committee, of which he is chairman, of the Reference Services Division. This committee heard not only of work in Heiliger's library but also was confronted with information on a cost study being made by the Library of Congress survey team studying the automation of large research libraries.

At the meeting of the Association of College and Research Libraries, Subject Specialist Section, SLA members would have thought they at last were at the right conference. Lee Ash, editor of Subject Collections, and Anthony Kruzas, editor of a forthcoming directory of special libraries and information centers, generalized from the data they had obtained for their respective works on "What Constitutes a Special Collection?" The Agricultural and Biological Sciences Subsection of the Subject Specialists Section heard G. Miles Conrad, Director of Biological Abstracts, Inc., on "Communication Problems in the Biological Sciences" and Ralph Shaw, Professor at Rutgers University, on "Retrieval Methods for Various-Sized Libraries."

Lest Special Librarians think that questions considered by the rest of ALA are academic, I should refer you to the Catalog Code Revision Committee which is making slow but definite progress toward a revised cataloging code, the text for which should be ready for presentation by the summer of 1964 and the Interlibrary Loan Committee of the Reference Sources Division which hit a spark and conducted a lively session on interlibrary loans particularly to industrial organizations, the burden thereof, and the approaches which might be used to make charges for such services more understood, if not more palatable to the managements of industrial firms.

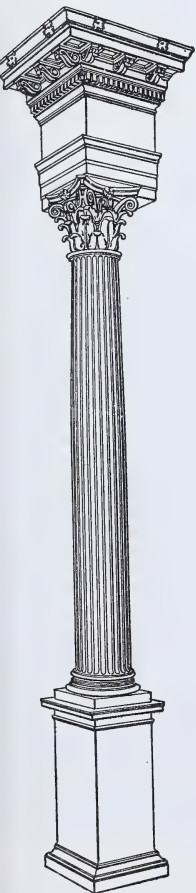
First meeting of the new year is Friday, September 14. Announcement of this was mailed several weeks ago, as we did not think the Bulletin would be out in time. In case you missed the notice, dinner is 6:00 at L'Omelette French Restaurant in Palo Alto. The piece of the evening is a tour of the Technical Information Center of Lockheed Missiles and Space Co., Palo Alto. For details: San Francisco, SU 1-7700, x2946; East Bay, OL 3-2100, x526; Peninsula, DA 6-6200, x2176. A Social Hour precedes dinner. Another organization, amorphous and fabled, called The He-Libs of Northern California, will meet with us.

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Vice-President & Pres.-elect	Mr. Kenneth D. Carroll DA 4-3311, x45775
Secretary	Mrs. Betty B. Bateman DA 6-6200, x2133
Treasurer	Miss Katherine Johnson DA 6-4000, x2235
Past-President	Miss Marjorie Griffin CY 7-2950, x2563
Director	Miss Marilyn K. Johnson OL 3-2100, x526
Director	Mrs. Rose Kraft HI 7-1100, x7911

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Membership	Mr. Kenneth D. Carroll DA 4-3311, x45775
Program	Miss Marilyn K. Johnson OL 3-2100, x526
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Recruitment	Miss Yumi Lee SU 1-7700, x3270

SAN FRANCISCO BAY REGION CHAPTER / SPECIAL LIBRARIES ASSOCIATION
Annual Financial Statement / 1961-1962

Balance on hand as of July 1, 1961 \$ 316.33

Income

Allotment from Association	500.01
Other:	
Advertising in <u>Bulletin</u>	288.00
Misc. charges	<u>82.85</u>
	370.85

Total Income 870.95

Total Assets \$1187.95

Expenditures

Bulletin	
Services and supplies	574.95
Postage	50.37
Announcements	
Services and supplies	124.43
Postage	60.21
General postage	25.00
Sales tax	25.30
Vertical file	40.00
Dinner meeting change	85.00
Miscellaneous	29.90

Total expenditures \$1015.16

Balance on hand as of June 30, 1962 \$ 172.12

July 13, 1962

Respectfully submitted

Katherine E. Johnson
Chapter Treasurer

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What shall we do after Supper?

By August 9th, ninety six questionnaires had been returned to the Chairman of the Program Committee, and it did not seem that many more might be expected. The first question on that sheet was about the program most members were most interested in. By far the highest number were interested in "visits to new or unique local special libraries." And the library most members wished most to visit is the Lockheed Library in Palo Alto--hence the subject and location of our first meeting for this year.

Running neck-to-neck behind visits to local special libraries were "workshop or methods meeting on library operational problems, e.g. acquisitions, binding, circulation control, etc." and "programs on information and reference sources." The gimlet-eyed professionalism of our membership evidences itself in the subject which fell to the bottom of the list: "programs of purely general or timely character useful in stimulating interest in fields outside of strict library professional activities..." Under the "others" category, for which a space was provided, were three suggestions which seem worthy of further consideration:

- Training of science librarians and information scientists
- Visits from NASA and ASTIA representatives
- Interlibrary cooperation, with discussion of possible exchange services

The workshop which most members seem to want would deal with subject indexing. Next, after this comes cataloging and classification. On the second question about workshops--on library administrative problems--the most desired session would be on training of non-professionals, followed closely by library planning. Recruiting and professional standards were at the bottom of the list. There was an open entry in this question, too, and under "others" were: starting a library; leadership and policy making; delegation; procedure manuals; records management; publicity; library/industry relations; and business management.

The most desired suppliers talk would be in the area of library equipment. Book publishers, library suppliers and magazine subscription agents ran jointly in the third place, followed by a three-way tie in fourth place: new book dealers, used book dealers, and translating service agents.

Not many wanted a program on parliamentary procedures, feeling perhaps that Gilbert and Sullivan are an ample introduction to this field. Among "other suggestions?" was: "Lectures by successful, dynamic people in any field"! Saturday meetings are regarded at best as a necessary evil, though one-third of the responder members enjoy one "once or twice a year".

--Marilyn Johnson, Chairman, Program Committee

Misc., etc.

Question raised by Isabella Frost: Would enough special librarians be interested in developing an adaptation of the Brodart or Gaylord multicopy order form for our use, so it could be used in a window envelope for ordering free or inexpensive items?

Suggestion from W. Kozumplik: For our programs, a joint membership effort, one year long, attacking and solving a chapter self-selected project of national or regional value--the published contribution to be our legacy.

Note from Phyllis J. Anderson: For many years we had so-called methods meetings. I think this is wrong, since all of our meetings should deal with library problems, and current methods used as a part. I would like to see the opportunity for us to discuss some of our problems in a group. Usually we do well enough to put on a program on the subject, but there is never time to develop anything.

From Marjorie Griffin: ...I had a telephone call from a librarian asking whether a company in Palo Alto were bona fide. It is. DATA International of Palo Alto is a mail-order peace corps with volunteer workers to assist Americans abroad with their technical problems. ...I am asking Mr. Wil Rose, President. DATA International, 437 California ave., Palo Alto, to forward information relative to an announcement in the Chapter Bulletin.

The California Medical Association writes to our president through its librarian, Jean Chadwick, calling our attention to Proposition 22 in November. This has to do with the merging of the Board of Osteopathic Examiners with the Board of Medical Examiners. You may have feelings about this either way, or none at all--but remember, you will be someone's patient someday, unless you are lucky enough just to drop in your tracks.

A Call from Raphaela Kingsbury:

Please do not toss your papers & journals away Until you are certain that nothing in print Gives our chapter a word or a hint-- And if there's an item of faces or places That touches our group, or better, embraces We special librarians--please clip and slip it Into an envelope and send it post haste So that the Publicity Chairman may paste Each bit of publicity which we gain or merit Into the scrapbook for all members to share it. And note the date and source of each thing You send, otherwise it's a useless waste of your energy and time. Thank you,

Raphaela Kingsbury, Publicity Chairman
918 The Alameda, Berkeley 7, California

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Backstage at the Workshop

The principal concern of the Education committee, which met in the Men's Faculty club of the University of California, Berkeley, during the afternoon of Wednesday, August 22, was the forthcoming Library Workshop sessions for Library Assistants at the University of San Francisco, September 13-14, 1962. If one has never been involved in a project of this kind, it is difficult to realize the enormous amount of effort which goes into such an endeavor. Mrs. Dorothy Williams, the co-ordinator, has been working nearly a full forty-hour week on this project for many weeks; the four teachers have spent nearly as much time preparing their contributions, for it is no easy thing to present multum in parvo, and though in the beginning it is always hoped that "less important things" can be weeded out of presentations, always it becomes clear that everything ought to be said, at least briefly. This is the eternal dilemma of the encyclopedaeist--for erudition is often experienced as a small hole in the dike of time, who doubles also as a large thumb. (This is a very difficult metaphor, as you will see if you try to block it by conventional means.)

The motto and touchstone of all four speakers/teachers is clearly WHY rather than how. The object is to explain WHY a thing must be done in a library; to dwell on HOW it must be done would be to descend into particulars, which differ markedly in each library. On 22 August there were 39 library assistants enrolled, with the certainty of quite a few more before 13 September--perhaps as many as 20 more. This student body will represent at least 25 libraries, ranging from public and academic to very specialized operations. Two library assistants will come from as far south as San Luis Obispo--requiring Mrs. Williams to function also as a housing agent.

Commercial concerns have been most generous in helping make the workshop a well-equipped session. The Bank of America (which does not even have a librarian) will furnish ball-point pens for the students; Pacific Telephone and Telegraph is supplying address books (in which you can write all-digit observations); Remington Rand has volunteered 75 envelopes to hold all the goodies to be offered each registrant; it begins to sound like a small convention! The goodies are considerable: Gaylord will supply their catalog; H.W. Wilson co. has furnished descriptive material of all sorts; Brodart offers literature and Dengo will give each student a copy of its "Mending Books Manual". The Library of Congress shipped out 75 sets of card-ordering instructions, with samples and the instruction pamphlet--which is still issued in lieu of the perennially "out-of-print" complete green book of instructions, which the confused catalog librarian has, in the past, often clutched as a weary traveller may clutch a Gideon bible in a bleak motel room. And each assistant will be given "What's a special librarian"...in case there is any doubt. All-in-all there will be many artifacts, and supervisors ought to ready themselves for heady questions when their clerical assistants stagger back Monday morning.

Mr. Vernon Keeler, director of the Management Development Center, University of San Francisco, will welcome the group on behalf of the University, our host. Margaret Uridge, the first teacher, will discuss the library in an anatomical sort of way, explicating the beast's bones, muscles, types of flesh and circulation system. The place of the library assistant in this structure will be illuminated. In the afternoon Margaret Rocq will deal with acquisition functions, and many a professional will wish he were there to take notes. She is of the opinion that everything MUST be said, and she will say it, briefly and pointedly from a lifetime of doing it.

The second day, all hands having retired for the night to digest and evaluate the instruction received, will commence with Marjorie Griffin on the subject of processing of library materials. A master of advanced systems, she will deal in essen-



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tials, since all masters begin by simple line-drawings. And on the second afternoon Robert Meyer discourses on library services, he who believes that people are to be treated as people and not as parts of a machine.

Each lecturer will have a question and laboratory period following his organized presentation. The entire session is to be concluded with a general session and a summary. Glenn Maynard will close the workshop with a brief talk in which he will touch upon recruiting for library work; the value of Special Libraries Association; and make mention of scholarships available to applicants who may suddenly be seized with a frenzy to join the professional ranks.

The students will be a varied lot; though all members of one "class"--sub-professional library assistants--their background will not be the same. Members present at the Committee meeting were asked about the background of the staff members which they are sending, for the teachers were anxious to pitch their presentation at the right level. However, it quickly was seen that there was no "right level". Some of the students will be college graduates, with competency in some other field; others will not have gone to college. Many of the students have worked as library assistants for years; one had worked only three days in a library when her employer enrolled her.

Such a diversity is not encountered in graduate library schools; yet it may be safely anticipated in any cross-section of sub-professional assistants. This fact is a particular challenge to the teachers of the workshop. It is hard enough to impart knowledge and insight to students all of whom have graduated college, passed a foreign language requirement in two tongues, taken a Graduate Entrance Examination and acquired full graduate status. But the workshop "faculty" will impart knowledge, and a very great deal of it may actually stick. In fact, it was suggested that a tape be taken of the lectures, so that professionals could benefit from them later on.

A Cruise to the Near East

On the evening of 16 September 1962, a small group of local librarians gathered at El Portal Cafe, in fabulous San Francisco (a great convention city!) to bid Dr. Paul Kruse Happy Caravanserai (best when served in a warm, dry camel's hair tent when it's cold outside). For the next year our genial Former Chairman will take residence in (and about) Teheran (34.45 N Lat, 51.45 E Lon.). Oom Paul, happy consumer of a Fullbright grant, will teach English to the speakers of "high piping Pahlavi" and serve as a library consultant, travelling about the countryside in a high-powered automobile with a running interpreter from one of the nation's most honoured families.

En route, Dr. Kruse will stop at Copenhagen, Vienna and Istanbul. On his return next summer the circumnavigation will continue via the Orient and Alaska. During this period, affairs at the library of Golden Gate College will be handled by Acting Librarian Harold Korf (California, '52)

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From: Remington-Rand-Univac, St. Paul

Helen B. McCormick, Literature searcher.

From: Allied Research Assocs., Boston.

Charlie M. Pierce, Literature searcher.

From: AEC, Oak Ridge.

William Sanders, Reference librarian.

From: Class of 1962, Calif., Berkeley.

Peter R. Strower, Literature searcher

From: GE Hanford Labs., Richland, Wash.

Welcome to you all, and we shall get acquainted at the first meeting.

Membership Notes

This list probably is not complete; due to vacations and summer heat, the Editor has doubts that all the changes have been reported to him.

NEW and TRANSFER NEW MEMBERS

Miss Jacqueline J. Acree, Acting chief,
C. E. L. Laboratory Library
F.M.C. Corp.
P. O. Box 580
Santa Clara, California

Miss Kathleen Bannister
Kaiser Aluminum Chemical Co.
300 Lakeside drive, Room 2033
Oakland 12, California

Mr. Scott J. Buginas
385 Sara street
Sunnyvale, California

Mrs. Joan B. Dible
P. O. Box 4706
Stanford, California

Mr. Charles G. Gros
1382 California avenue
Palo Alto, California

Mrs. Gladys E. Rowe
Aerojet General Corp. Library
Sacramento, California

Mr. John W. Pollock
4043 Ben Lomond Drive
Palo Alto, California

Mrs. Elwynne O. Trepel, Librarian
Fairchild Semiconductor Library
844 Charleston Road
Palo Alto, California

CHANGES OF ADDRESS

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604 Eden avenue
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Miss Alba W. Eldredge
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San Francisco 23, California

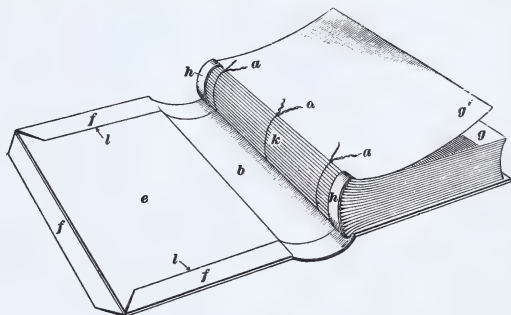
Mrs. Gwyneth T. Hobson
385 Apt. C, Curtner
Palo Alto, California

Miss Marie E. Koutecky
6 King avenue
Piedmont 11, California

TRANSFERS OUT OF CHAPTER

Miss Barbara E. White
10610 La Reina avenue
Downey, California

Dr. Paul Kruse
Omar Khayyam Chapter, SLA
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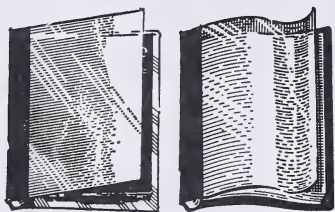
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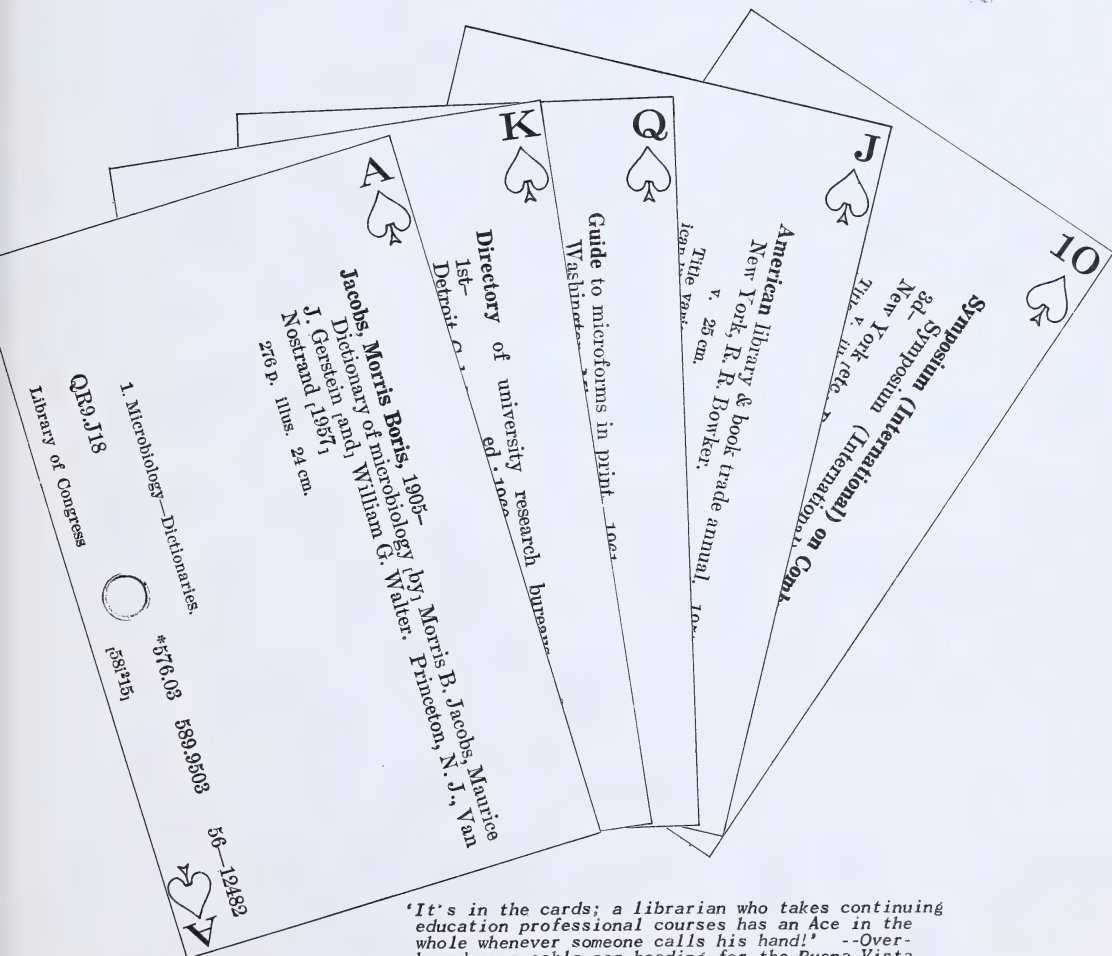
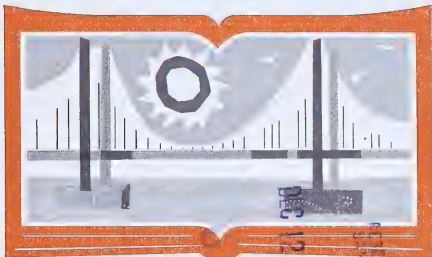
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Number: 2
DECEMBER 1962

SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN



'It's in the cards; a librarian who takes continuing education professional courses has an Ace in the whole whenever someone calls his hand!' --Overheard on a cable car heading for the Buena Vista.

SPECIAL LIBRARIES ASSOCIATION

San Francisco Bay Region Chapter. BULLETIN. Vol. 33; No. 2.

Editor: Theodor B. Yerke
U.S. Forest Service
Box 245
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Sylvania Electronic Defense
Laboratory, Box 205
Mountain View, Calif.

The BULLETIN will be published September, December, February, April, and June. Absolute copy deadline is the 29th of the month preceding month of publication. Decent chaps will not procrastinate so grossly.

Scheduling a library workshop session at Asilomar in February is like being invited to a meeting in the Potala at Lhasa in the old days--but with American creature comforts, etc. Perhaps not every last Chapter member knows or realizes that Asilomar and Moss Beach are ungodly beautiful in February or any other time. The whole region is breath-taking, despite the trespasses of a few wealthy drones on the landscape, with their neo-quaint million dollar shacks and other evidences of expensive bad taste. There are also examples of expensive exquisite taste and love for and understanding of the region. Accordingly, you should plan to make a week-end of it, dining in Monterey or Carmel Saturday evening and getting along the shore on Sunday.

What memories and feelings one can have for Monterey, Carmel and Big Sur! Surely my mind is full of them: the smell of hot Castrol in the pines when the sports cars still raced at Pebble Beach in the lush spring; or, a huge orange moon, as big as all childhood, an enormous pumpkin in the sky over Monterey Bay, and on the shore endless crab and french bread and inexpensive white wine; or, crazy mad jazz at the old Blue Bottle before Monterey was really tamed for tourists; and, dancing in the rain in the middle of the road by Point Joe with the girl I later married; and nights along Big Sur and south, with the weird fogs and lonely sounds of that coast, or the hot, land smells of Carmel Valley in late summer and fall. And to this collection, now, a library workshop is to be added? Excuse me, while I think this over. It is strange!

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*Mrs. Mildred H. Brode
President-Elect
S.L.A.*

HAIL!, ALL HAIL!

TO THE (NEXT) CHIEF !!!

ON THE EVENING OF JANUARY 16

Again this year we are honored to entertain one of our national officers--Mrs. Mildred H. Brode, first Vice-President and President-Elect. She will be visiting us Wednesday, January 16. We do not yet know what plans she may have for the day, but she will meet with us for dinner at the Hotel Canterbury. Social Hour, 5:30 - 6:30. Dinner, 6:30.

There will be a business meeting, at which the membership will be asked to vote upon the recommendations of the Executive Council for Guidelines for future workshops and courses in continuing education; also the recommendations for a Chapter Project will require discussion and vote. After the business meeting, Mrs. Brode will address the chapter.

Mrs. Mildred H. Brode, Chief Librarian at David Taylor Model Basin, Washington, D.C., is first Vice-President and President-Elect of the Association for 1962-1963.

She has been with the Navy Department's David Taylor Model Basin since 1944. Her initial training was as a physicist for the National Bureau of Standards. Later she became supervisor of a spectroscopy project at MIT and a member of the Harvard-MIT Solar Eclipse Expedition to Russia. Mrs. Brode also taught physics at Dartmouth College, where her library career was launched as a cataloger and in the reference department of Baker Library.

Mrs. Brode has already served SLA as a Second Vice-President and Chairman of the Convention Advisory Committee. A member of the Washington, D.C., Chapter, she has been Treasurer, First Vice-President, Program Chairman, President and Chairman of the Science-Technology Group. She is also a member of the Metals and Science-Technology Divisions. Mrs. Brode has undertaken the organization and chairmanship of the Council of Librarians, East-Coast Navy Laboratories, and she is vitally interested in setting quality standards for librarians and libraries in science.

Mrs. Brode received a Ph.B. from the University of Vermont and took graduate courses in Physics at George Washington University. She was graduated from Ohio State University with an M.S. in physics and a B.S. in education. She has a B.S. in library science from the Columbia University School of Library Service.

Toward a Chapter Project

At the Executive Committee meeting of 12 November 1962, Mr. Allan Pratt, in lieu of Mr. Burton E. Lamkin, presented the report of the Special Projects Committee. Six programs had been discussed by this group, who had prepared a detailed brief (if this is not a contradictory construction) for the study of the Executive Committee. The actions taken are as follows; the chapter will vote upon the final action to be taken during the business meeting in January 1963.

1. SPECIAL INTEREST GROUP ROUNDTABLES. These roundtables would provide a marketplace for the exchange of information on specialized or narrow subjects whose scope falls below the threshold of general chapter meetings. This is a practice in the professional organizations. Action: The Program Committee is to expand and include the Roundtable, of which Burton Lamkin is the prospective leader. Meetings of the Roundtables would be supplementary to regular monthly Chapter meetings.
2. SPECIAL SYSTEMS COMPILATION. It was proposed that a publication be edited, being a compilation of unusual and different systems, techniques, machines and procedures used in Bay Area libraries. Action: The Bulletin editor is to appoint someone to edit a column, presenting a suitable example in each issue. This ought to be in with the March 1963 issue.
3. COMPILATION OF SUBJECT HEADING LISTS. A Committee to collect, organize, and circulate upon request subject headings lists of chapter libraries. Action: Shelved. Members should send such lists to Western Reserve University.
4. SUPPLEMENT SERVICE FOR THOMAS' REGISTER MICROCARDS. A system for microfilming and indexing vendor catalogs now included in Thomas' Register Microcard system. Action: Dropped.
5. A DIRECTORY OF TRADE JOURNALS IN SCIENCE AND TECHNOLOGY. A Committee to compile a directory of local company serials and house organs, with both an alphabet and subject arrangement. To include title, publisher, frequency, cost, date of first issue and possibly annotation of special features. Action: A Committee headed by Miss Eugenia Ironside is to begin work on this as soon as possible.
6. REVISION OF THE BAY AREA UNION LIST OF SERIALS. A revision is proposed, using EAM cards to accomplish the clerical work of sorting, alphabetizing and printing the list. Libraries already having their basic list on EAM cards would send a duplicate deck to the Committee. Action: There is a continuing pressure for a revision of the now very dated 1952 list, and use of EAM cards has been proposed before. However, SLA itself has recommended waiting until the new national Union List is published. This recommendation was echoed at an Executive Committee meeting of the Bay Area Chapter in 1961. For the time being, activity in this area will be limited to investigation of sources for decks not included in the Rio Grande Chapter's basic list of periodicals, which that group is preparing on punch-cards.

The Executive Committee issued a vote of appreciation to Mr. Lamkin, and his Committee members (Mrs. Elizabeth Bodie; Mr. James H. Kennedy; Mr. Allan D. Pratt; and Mrs. Elizabeth B. Roth) for an exemplary presentation and investigation.

Guidelines for Special Courses

CONTINUING EDUCATION COURSES FOR THE PROFESSIONAL LIBRARIAN

A Report of the Education Committee, Margaret D. Uridge, Chairman

The Education Committee of the S. F. Bay Region Chapter has established with the concurrence of the Chapter Executive Board the following "guidelines" for future Chapter-sponsored courses in continuing education for the professional librarian.

The first such course was presented in the Spring of 1962, in San Francisco, in cooperation with the School of Librarianship and the Extension Division of the University of California. Under the joint directorship of Russell Shank and Robert Meyer, two-hour class meetings were held Monday evenings for 8 weeks in March and April, with different speakers for each session. The topic covered at that time was new materials in reference work. As a result of the success of that program and comments from the participants and from members of the Chapter Advisory and Executive Boards, the Education Committee has undertaken the annual continuation of such a program, varying in topics to be covered. To guide their planning of courses, the following statement has been prepared. It is presented here for the information of the Chapter membership. Questions and comments may be sent to any member of the Education Committee:

Roger Martin	Margaret Rocq
Alfred Maupin	Russell Shank
Roy Nielsen	Dorothy Williams
Margaret Uridge, Chmn.	

I. Introduction:

The San Francisco Bay Region Chapter of the S.L.A. has felt for several years the need of courses for the professional special librarian that would up-date and add to the basic professional library training received in library school. Many librarians have been out of touch with advances in librarianship other than in their own direct specialty. Though they do not have time to attend the established library schools to take further advanced courses, they are interested in attending evening classes, for limited time periods, that bring them such information. To fulfill this need, the Chapter Executive Board delegated to its Education Committee the responsibility of establishing a program of "Continuing Education for the Professional Librarian". Based on the premise that those attending are professional librarians, with experience and training in librarianship, the Education Committee has developed the following "Guidelines" for this program.

II. Objectives

- A. Continuing education of practicing professional librarians; to up-date and expand their professional knowledge.
- B. Subjects and coverage to be largely on new materials or methods; recent developments; non-conventional library materials and techniques; a-



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II. Objectives B. (cont.)

avoidance of duplication of "core" courses offered in library schools.

- C. A cycle of subjects, given in rotation, possibly over a four- or five-year period, in which different areas or topics are covered in consecutive years.

III. Time and Method:

- A. Frequency: Will try to sponsor a course every year.
- B. When: If possible, during the spring.
- C. How: Through an established institution of higher education, such as the University of California Extension Division, based on the time-period for specific units of credit for that agency, e.g. Eight weeks, 2-hour class once a week, may equal one unit.
- D. Where: In a location central to the majority of special librarians who might attend, e.g. S.F. headquarters of the U.C. Extension Division.

IV. Administration:

- A. Director of the specific course, appointed from the SLA Chapter membership by the Education Committee, subject to the approval of the Chapter's Executive Board. The Director is responsible for detail planning, inviting the other speakers, coordinating the talks given, supervising and giving any grades necessary for unit credit.
- B. Institutional Representative: If presented in cooperation with an institution of higher education that has a library-education program, a representative of that program is required to work with the Director and the Committee, and to approve the course as planned, e.g. If presented in cooperation with the University of California Extension Division, a representative of the School of Librarianship fulfills this function.
- C. Education Committee: With approval of the Chapter Executive Board, appoints the Director; establishes the topic for the course; outlines the plan of the course; acts as advisory consultant to the Director and the Institution presenting the course.
- D. Institution presenting the course: Handles the details of fees, registration, class-rooms, payment to the Director and the Lecturers, etc.

V. Organization:

- A. Information to be stabilized in time for announcement to be included in any appropriate catalogs or regular announcements of the institution handling the course, e.g. U.C. Extension Division Spring Catalog goes to press in November.
- B. Variety of speakers or lecturers recommended, though not necessarily a different one for each period.
- C. Syllabi and bibliographies to conform to SLA Publication Committee standards, with possible publication in mind.

the X406 ... the 1963 chapter missile

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Course X406 (Current Developments in Cataloging and Classification) is not a basic course, but is designed for the practicing librarian who wishes to expand and up-date his present knowledge of the subject. The lectures will cover recent developments, issues, and trends in professional cataloging, administration, centralization; the proposed revision of the A.L.A. cataloging code; classification and indexing; catalog preparation and maintenance; the cataloging of technical reports and other non-book materials; and the utilization of computers and other mechanical devices by the cataloger

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The University of California, Berkeley, University
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Librarianship of the University at Berkeley
and
The San Francisco Bay Region Chapter of the Special
Libraries Association

WHAT

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WHEN

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As was the plan last year, the course may be taken for one unit credit, or you may take it without credit--either way it will cost you (or your firm) \$20.00. This year we will not be on that noisy street-side rolling mill. Further information may be had by contacting the coordinators, Mrs. Oda Hansen (TH 3-2740, ext. 5591) (or from out of town 841-843-2740-5591--ha! ha!) at the University of California's Lawrence Radiation Laboratory Library, Berkeley 4.

You may enroll in person or by mail at 55 Laguna Street in San Francisco. If by mail, enclose a check or money order payable to the REGENTS OF THE UNIVERSITY OF CALIFORNIA. Information concerning veterans' benefits under Federal or the State laws may be obtained from the Extension Division, phone UNDERhill 1-6833.

the X 406... Crew and payload

March 5

THE PROFESSIONAL CATALOGER (Miss Anne E. Markley, Associate Professor, U.C. School of Librarianship, Berkeley)

General introduction; Professional publications for the cataloger; Reference tools for the cataloger (including authority lists); Professional association activities for catalogers; Library school education for catalogers; Research in cataloging theory and practice; Application of general cataloging theory and practice to the individual library, especially the small library, including brief cataloging.

March 12

ADMINISTRATION OF CATALOGING OPERATIONS (Mrs. Bertha Hellum, County Librarian, Contra Costa County Library)

Relationship of cataloging to other library operations; Administration and maintenance of branch and department catalogs; Work flow analyses; Cost analyses; Budgeting; Personnel administration; Centralized cataloging; Cooperative cataloging; Commercially purchased cataloging; Cataloging-in-source; On-the-job training of the new cataloger, and adapting him to the individual organization; Evaluation of library school graduates.

March 19

THE A.L.A. CATALOGING CODE (Dr. Seymour Lubetzky, Professor, U.C.L.A. School of Library Service, Los Angeles)

History of the present code; Evaluation of the present code; Proposed revisions to the code; Evaluation of proposed revisions; Probable impact of the revisions upon the individual library; Present state of and future outlook for the revisions.

March 26

CLASSIFICATION AND INDEXING (Mr. Robert S. Meyer, Head librarian, U.C. Lawrence Radiation Laboratory, Berkeley)

Classification developments; Subject headings; Indexing; Information systems; Faceted classification; Coordinate indexing; Western Reserve University System; Comparisons between systems.

April 2

CATALOG PRODUCTION AND MAINTENANCE (Miss Jennette E. Hitchcock, Chief Librarian, Catalog Division, Stanford University Libraries)

Card preparation; Card production--manual and mechanical, but not including reproduction by computers; Filing; Recataloging and reclassification; Subject heading control and revision; Editing and correcting the card catalog; Duplication of card catalogs; Printing catalogs in book form, e.g. I.B.M. and G.K. Hall Co.

April 16

CATALOGING SPECIAL MATERIALS (Mr. Melvin Oathout, Principal Librarian, Technical Services, California State Library, Sacramento)

Government documents; Ephemeral and archival materials, including preprints, reprints, pamphlets and clippings; Photographic forms, including microforms, photocopies, and slides; Maps; Trade literature; Standards and specifications.

(CONTINUED NEXT PAGE)

April 23

CATALOGING TECHNICAL REPORTS

(Mr. Roy J.M. Nielsen, Assistant Librarian, U.C. Lawrence Radiation Laboratory, Berkeley)

Technical reports; Internal reports; Laboratory notebooks; Specific systems: AEC, ASTIA, OTS, NASA, etc.; Comparisons between systems; Comparisons with book and periodical cataloging; Microforms of technical reports; Patents; Engineering drawings.

April 30

CATALOGERS AND COMPUTERS

(Dr. I.A. Warheit, Information Storage and Retrieval, International Business Machines Corp., San Jose)

Cataloger's introduction to computers; Present applications of computers to cataloging operations, including KWIC indexing, automatic indexing, catalog card production, etc.; Cataloging activities suitable to computer application; Cataloging activities unsuitable for computer application; Near-future applications; Far-future applications; Relationship of cataloger to computer and computer staff--roles of each; Education for cataloging in the future.

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A SUMMARY ON THE "WORKSHOP FOR LIBRARY ASSISTANTS", 13/14 Sept., 1962

The Chapter's first workshop for library assistants was held very successfully on Thursday and Friday, September 13 and 14, 1962 in the Gleason Library of the University of San Francisco--an excellent location. Eighty six registrants, representing 42 organizations (plus two individuals who came on their own) were an enthusiastic and attentive audience to the four talks on library operations. These were given by Marjorie Griffin, Robert Meyer, Margaret Rocq and Margaret Uridge. Mrs. Dorothy Williams, the hard-working and imaginative Coordinator, introduced the speakers; welcomed the participating individuals; introduced strangers to each other (such as the two from the farthest points--San Luis Obispo and Sacramento); obtained materials for the registration envelopes and the display of library tools, which she set up; procured the different surprise "delights" that were distributed at coffee-breaks and the luncheons; and added the necessary warmth and personal attention to individual as well as general details, all of which made this workshop stand out as a very pleasurable as well as very educational experience.

Many persons were involved in the whole effort, amongst whom were Alba Eldredge, Ray Brian and Glenn Maynard--who as Chapter president made the concluding talk and explained many of the functions and goals of SLA to the interested audience. Dr. Edward J. Griffin, Chairman of the USF Education department and his student assistant, Pat Ward, ably assisted with the projection equipment which, despite everything, was afflicted with the amusing disruptions that are feature of audio-visual demonstrations. Dr. Vernon Keeler, Director of the USF Management and Development Center, welcomed the group to the University, and Joe Halprin of the University of California ran the tape recorder.

During the previous year the Chapter Education Committee spent many hours planning the workshop. The speakers met together frequently to coordinate their talks and to develop a total effect designed to present the WHAT and the WHY of library operations--but not the HOW, agreeing that special libraries must individually develop their own HOW routines.

Mrs. Uridge abstracted the two days of talks and visual demonstrations in a summary of the workshop given on the last day. In part, she observed: "We have tried to give you in these two days the basic ideas of library practice...moving from the ...general aspects of...administration and personnel behavior and responsibility...through the specific areas of selection, acquisition, classification and cataloging Then into the reference services and public relations of the library--the evidence of a well-organized and well-run library. Certain basic points stand out: the importance of (1) orderly organization; (2) variations of procedures between libraries, but consistency and uniformity of practices and procedures within a particular library; (3) similarity of problems between libraries; (4) the importance of the two-thirds of the staff who are not required to have library-school degrees; ---and if you don't believe that you are important, just see how glad your bosses will be to see you back to work on Monday after this two-day absence!"

Many constructive comments were made in the "Helpful Comments" sheets distributed to those attending. They will help in the production of future workshops, which are planned now to be given on alternate years rather than annually.

---MDUridge.

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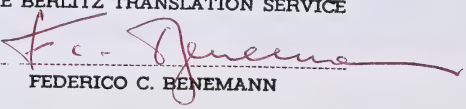
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dis, Program Committee.

I. Morning session: 10:30 to High Noon

Table 1. LIBRARY BULLETINS.	Jeanne North (Lockheed); Edna Bowman (NRDL); Ann Burnett (PGE); Isabella Frost (Safeway)
Table 2. LIBRARY PLANNING	William Kozumplik (Lockheed); Burton Lamkin (IBM)
Table 3. MECHANIZATION-- SELLING TO MANAGEMENT	Marjorie Griffin (IBM); Stanley Swihart (Sandia)
Table 4. REFERENCE SERVICE	Phyllis Anderson (Fed.Res.Bank); Carl Wensrich (LRL, Livermore); Moreen Hopkins (SRI); Delphia Scully (Standard Oil)

II. Afternoon session: 1:30 to 3:00

Table 5. CIRCULATION CONTROL	Lorraine Pratt (SRI); Barbara Ivantcho (SRI); Allen Pratt (IBM)
Table 6. DISCARDING AND WEEDING	Jeanne Nichols (World Trade Center); Mirriam Droege (BofA); Elise Hoffman (Foremost Dairies); Leslie Hood (S.F. Bay Area Council)
Table 7. TRAINING OF NON- PROFESSIONALS	Betty Roth (Stand. Oil); Harriet Collopy (S.F.Pub.); Margaret Roth (Stand. Oil); Alleen Thompson (GE)
Table 8. UNPUBLISHED REPORTS	Roy Nielsen (LRL); Roy Johnson (Sylvania); George Owens (Stanford U); Marian Wickline (Dow)

Moderator will be George Luckett, Naval Post Graduate School, Monterey.

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SLA Members and Helibs Tour of Lockheed

More than two hundred members of the SLA's San Francisco Bay Region Chapter and Helibs of Northern California joined in a gala inspection of the new Technical Information Center at Lockheed Missiles and Space Company's Palo Alto Research Laboratories, Friday, September 14, 1962. The visit was preceded by a happy hour and dinner at L'Omelette French Restaurant. No formal business was transacted, so that everyone had ample time to view the excellently planned facility and to examine its extensive resources. Dr. William A. Kozumplik, Manager of the Technical Information Center, and his staff provided the group with a most informative and pleasurable evening.



Joint Meeting at San Diego

Fourteen from the Bay Area attended the annual joint meeting of the Southern, San Diego and San Francisco Bay Area Chapters held Saturday, October 27, at the Del Coronado, San Diego. Stacey's provided a Happy Hour before the luncheon.

Dr. Harold Urey, world renowned nuclear scientist was the guest speaker. His scheduled speech was changed at the last moment because his slides would not fit the projector at hand. (Shades of National Convention!) Several were pleased that he made the change from "Abundance of the Elements" to "Science and Foreign Affairs."

At the time of a tense international situation, Dr. Urey gave a most timely talk, advancing stimulating and challenging ideas on how the free nations would unite forces to keep an imbalance of power. Although not a new idea, it invited from the audience comments and discussion to which Dr. Urey responded fluently.

UNIVERSITY OF CALIFORNIA LIBRARY, BERKELEY, SELECTED TO BE REGIONAL TECHNICAL REPORT CENTER FOR NORTHERN CALIFORNIA, NEVADA, AND HAWAII

The University of California, Berkeley Library has been selected as a Regional Technical Report Center to make more widely available the unclassified results of federally-sponsored research and development. It is one of twelve such agencies selected in the United States. The selection was made by the U.S. Department of Commerce--one of the nation's largest distributors of technical reports--and the National Science Foundation. The Center is to serve primarily Northern California, Nevada and Hawaii. A similar center serving Southern California and Arizona has been established at the UCLA Library.

The Regional Technical Report Center at Berkeley is managed by the Documents Department of the General Library (TH 5-6000, ext. 2568). It will receive from the Office of Technical Services (OTS), the National Aeronautics and Space Administration (NASA), the Armed Services Technical Information Agency (ASTIA), other government agencies and many individual contractors and grantees, copies of unclassified technical reports and other appropriate bibliographic and reference publications. Some report series have been, and will continue to be, housed in various branches of the Library for service. All of the reports listed in the publication U.S. GOVERNMENT RESEARCH REPORTS (including ASTIA's TECHNICAL ABSTRACT BULLETIN) beginning with the 20 June 1962 issue of that index will be deposited, largely on microfilm.

The Library will furnish to the general public such services as personal reference, interlibrary loans, photocopy service, and assistance to users in obtaining retention copies where appropriate, within the limits of the Library's established service policies. In order to service the individual requests quickly, they must be accompanied by a PB, AD, NASA/N62, or OTS number for each report desired.

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Calendar of Events

- Dec 6-7 AMERICAN INSTITUTE OF CHEMICAL ENGINEERS, Annual Meeting, including session on Engineering Nuclear Safety in the Handling of Reactor Fuels. Contact G. P. Rutledge, Westinghouse Electric Corp., P.O. Box 2068, Idaho Falls, Idaho.
- Dec. 6-7 INSTITUTE OF RADIO ENGINEERS, Professional Group on Vehicular Communications, Mayfair Hotel, Los Angeles, Calif. Contact IRE Headquarters, 1 East 79th St., New York 21, New York.
- Dec. 7 SLA SAN FRANCISCO BAY REGION CHAPTER'S

CHRISTMAS PARTY

Claremont Hotel, Berkeley. Social Hour - 6:30. Dinner - 7:00.

- Dec 11-14 American Documentation Institute, Annual Convention, Hollywood, Florida.
- Dec 11-17 AMERICAN FEDERATION OF INFORMATION PROCESSING SOCIETIES (AFIPS), Fall Joint Computer Conference, Bellevue Stratford Hotel, Philadelphia, Pennsylvania.
- Dec 26-29 AMERICAN PHYSICAL SOCIETY, Winter Meeting, Stanford University, Stanford, Calif. Deadline for abstracts: October 19, 1962 to Prof. W. A. Nierenberg, Dept. of Physics, Univ. of Calif., Berkeley 4, California.
- Dec 27-29 AMERICAN ASTRONOMICAL SOCIETY, Univ. of Arizona & Kitt Peak National Observatory, Tucson, Arizona. Contact H. Smith, Yale Univ. Observatory, New Haven, Connecticut.
- Dec 27-29 AMERICAN GEOPHYSICAL UNION, Stanford Univ., Stanford, Calif. Contact W. W. Kellogg, Rand Corp., 1700 Main St., Santa Monica, Calif. Deadline for abstracts: October 10, 1962. Send to J. Kaplan, Dept. of Physics, Univ. of California, Los Angeles, California.

Jan 16

VICE-PRESIDENT'S NIGHT

Mrs. Mildred H. Brode, Librarian, David Taylor Model Basin, Vice President and President-Elect, SLA, to address chapter. Canterbury Hotel. Social Hour 5:30. Dinner 6:30.

- Jan 28-Feb 2 ALA Midwinter Meeting, Chicago, Illinois.

- Feb 9 Library Methods Meeting. An all day series of discussions on library administration and operation problems sponsored by the Chapter. Place: Asilomar, Pacific Grove.

DIRECTORY CHANGES

The changes below have not been announced in the Bulletin. With the addition of these membership maneuverings, your Directory should be current:

Mrs. Prudence F. Clark
2583 Cedar Street
Berkeley 8, Calif.

Miss Alba W. Eldridge
840 Lake Street
San Francisco 18, Calif.
(correct as in the Directory)

Miss Barbara Joan Horn
2226 Durant, #305
Berkeley 4, Calif.

Mrs. Sylvia H. Nadler
3151 Eton Avenue
Berkeley 5, Calif.

Mr. Carroll C. Moreland
% The Asia Foundation
#5 Ispahani Colony
Magh Bazar, Ramna
Deca, East Pakistan

Add (to keep record accurate)
Dr. Raynard Swank
Serials Dept.
Stanford University Libraries
Stanford University, Calif.

Mr. Lawrence Clarke, Jr.
City Librarian
San Francisco Public Library
San Francisco 2, Calif.

Delete (Unfortunately)
Dr. Elmer Grieder
and
Mr. William Hollman

Mrs. Delphia P. Scully
1620 Jones Street, Apt. 9
San Francisco 9, Calif.

It should be noted that Dr. Paul Kruse is still an active member of the Chapter---he has, however, transferred his activities to Teheran, Iran.

The award for kind deeds go to our Directory compilers for listing the current directors at San Francisco Public Library and Stanford University Libraries. Both Mr. William Holman, City Librarian, San Francisco Public and Dr. Elmer Grieder, Acting Director, Stanford University Libraries, were listed in the Directory...We wish they were members. Perhaps we will be able to list them among the Chapter crew before the next Directory.

Did you receive your blue slip from SLA Headquarters? Why not pay dues now as a Christmas gift to yourself or to your friend.



NOTES &c. - -

Betty Roth (Standard Oil, SU 1-7700, ext. 2945) for training material.

NEW AT STANFORD----

Dr. Wolfgang M. Freitag, Librarian of the Division of Engineering and Applied Physics, Harvard University, has been appointed as Chief Librarian for Undergraduate Book Selection, Stanford University, Stanford, Calif.

RECRUITMENT COMMITTEE REPEATS TOURS---

The Recruitment Committee has scheduled a repeat of last spring's library school students' visits to our libraries. This year there will be two visits: December 1962 and March 1963. Response has been very good.

-Yumi Lee, Chmn.

BINDING CLASSIFIED MATERIALS----

There is now in this area a binder who is cleared to handle classified material as high as SECRET RESTRICTED DATA. Lawrence Radiation Laboratory, Livermore, was instrumental in initiating clearance for this binder. The USAEC San Francisco Operation Office arranged for the clearance of the bindery personnel. Because the bindery does not have a safe to hold classified material it was necessary to arrange that the bindery received the material via messenger in the morning, bind it, and return it to the Radiation Laboratory by registered mail the same day.

To facilitate this one-day service, the LRL Library carefully prepared the materials so the binder did not have to remove extraneous papers; all issues were arranged in the order in which they were to be bound; LRL Library also prepared the classified shipping forms the binder had to use for return of the materials. Detailed instructions were prepared for each title and last minute problems resolved by telephone. Under this system, binding costs are somewhat higher, since they include the postal registry and special handling charges.

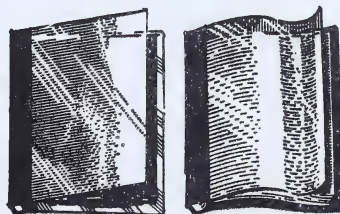
Further information can be obtained from Rose Kraft, Extension 7911 at Lawrence Radiation Laboratory, Livermore, Calif.

WANTED---LIBRARY SAMPLES

Does your library put out a library bulletin?
Do you have instruction sheets, orientation literature, or procedure manuals used in the training of non-professionals?

If so, will you lend them for our February Workshop meeting? Two of our panels want to use samples in their discussions. If you can help out, please contact:

Jeanne North (Lockheed, DA 4-3311, ext. 45140) for library bulletins; or



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Growing Pains at the N.A.L.

In March 1962 the National Agricultural Library formed a Task Force on Information Retrieval. Agencies of the Department of Agriculture and the land grant colleges were invited to contribute representatives to this group. As is well known amongst agricultural librarians, the NAL for many years has been over-crowded and under-staffed. Its bibliothecal efficiency has declined accordingly. It's the big, plush defense-oriented outfits which have been able to budget pioneering libraries in new methods. None-the-less, the NAL is one of the world's few large agricultural libraries, and the holdings (ca. 1,180,000) are extremely representative.

After a preliminary visit to Washington coinciding with SLA in May, I was detailed as the Forest Service representative to the Task Force, but with a double mission--to serve as representative and to determine what the Forest Service might have to do with its own new libraries in light of the Task Force developments, particularly in the matter of what subject classification scheme ought to be recommended

It was shortly apparent that the phrase "information retrieval" was not being used as a documentalist might use it, but in a broader sense of "improved general library efficiency through mechanization of appropriate routines". The Task Force was administratively a creature of the Department's Office of Management Appraisal and Systems Development, reporting to Under-Secretary Robertson. In fact, of course, it also reported to Foster Mohrhardt, Director of the Library. But it was a Budget-based group and not Research-based.

Mr. Earl Hoisington, head of the Force, by background a "hardware" and systems man from the Dallas office, and I worked out details for a machine-prepared monthly subject index to the BIBLIOGRAPHY OF AGRICULTURE. We hope this will become operational very soon. It will be a much-needed amelioration of the present log-jam existing because of the annual appearance of the subject index in December.

However it was clear to me through this study that the Task Force was not going to go into classification systems or coordinate indexing programs; further, that the depth of indexing for the BIBLIOGRAPHY OF AGRICULTURE was not going to be increased through the employment of subject-specialists as indexers--at least not very soon. Accordingly, after three weeks on the Task Force, I concentrated on my second mission.

Presently there are seven Forest Service research libraries operating. With exception of the Forest Products Laboratory library in Madison, they are all just starting. The locations are: Portland, Ore.; St. Paul, Minn.; Upper Darby, Pa.; Asheville, N.C.; New Orleans, La.; and Berkeley, Calif. Since each library has a unique service situation, with differing degrees of personnel centralization and differing research programs, it was quite necessary to visit each library and talk in detail with the librarians.

To condense the story to its results: research on subject-classification for forestry and affiliated sciences will center around preparation of a special subject index for the OXFORD SYSTEM OF DECIMAL CLASSIFICATION FOR FORESTRY. This is a UDC system and requires a classified catalog, and the step was not taken without great consideration. The pioneer Oxford classified catalog project in Berkeley will be expanded to a national project. The specially constructed index will become a Forest Service Handbook, with revision and emendations as needed, for use in the Service's libraries. A statement about this index is in CURRENT RESEARCH AND DEVELOPMENT IN SCIENTIFIC DOCUMENTATION, 10:120-21. I regard the present activity as interim work, out of which will come a retrieval vocabulary that can mesh with whatever computer-based system the NAL eventually develops.

--T. B. Yerke

More NOTES --

At the August 22, 1962, meeting, the Education Committee voted unanimously NOT to publish or distribute copies of the bibliographies prepared by the speakers for the Chapter's Spring 1962 Continuing Education course entitled "Current Developments in Reference Materials in Science and Business." The Committee recommended that the directors of future courses consider publication possibilities and to instruct the lecturers to prepare their bibliographies with publication in mind.

+++++

As they have done in previous years during October and November, Robert Meyer and Mrs. Margaret Uridge have each given lectures in Special Librarianship at the University of California. Bob Meyer spoke to J. Periam Danton's class on College and University Administration. Mrs. Uridge spoke to Dean Swank's two sections of the Introduction to Librarianship course. Dr. Edward Wight gave this same course during the summer session, and Mrs. Uridge spoke to this class also.

+++++

Extra directories may be purchased by Chapter members for \$2.00. Non-members are being offered a copy of the directory as a dividend for a \$5.00 subscription to the Chapter Bulletin. A letter over the signature of the Chapter President has been mailed out to a selected list, explaining the values of our little house organ as "a direct line of communication between the vendor, the advertiser, and the consumer."

+++++

LATER NOTE ON THE LIBRARY SCHOOL STUDENT TOURS OF SPECIAL LIBRARIES-----

Seventeen libraries are responding to the first of the two tours. They are: Ampex, 5 students; Bechtel, 4; Cutter Lab, 20; Crown Zellerbach, 6; IBM, 5; Federal Reserve, 3; SRI, unlimited number; Shell Development, 2; Stauffer Chemicals, 12; Standard Oil, 5; and UC Institute of Transportation and Traffic Engineering, 5. Fifty-four UC Library School students have signed up for the December visit as of November 27, 1962.

For the second visit, in the Spring, the following libraries are planning to in-

vite students: Ampex; California Medical Association; Crown Zellerbach; Dow Chemical; Federal Reserve Bank; IBM; Langley Porter Clinic; Lockheed; Safeway Stores; Shell Development; Standard Oil; Stauffer Chemical; UC Institute of Transportation and Traffic Engineering; and U.S. Forest Service Research Library.

+++++

Earlier in the Fall Miss Yumi Lee, Chairman of the Recruitment Committee, paid a visit to Dean Swank, newly assuming his duties at the UC School of Librarianship. They lunched together and discussed special librarianship and ways of presenting the special library field in cooperation with the School. The new Dean is an old friend of the Chapter, and addressed us as recently as last Spring at a meeting on the Stanford campus.

+++++

The carrier pigeon which was to have brought this item to us was lost over the Bay, but the membership (nation-wide) is going to do some discussing in the coming year on the matter of increasing the Association dues. There have already been discussions in some of the other chapters on this topic, and opinions are anything but unanimous. Our chapter will have its session sometime soon.

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SPECIAL LIBRARIES ASSOCIATION

MARTIUS MCMLXIII A.D.

San Francisco Bay Region Chapter

BULLETIN: Vol. 33; No. 3.

Editor: Theodor B. Yerke
 U.S. Forest Service
 Box 245
 Berkeley 1, Calif.

Advertising: Roy A. Johnson
 Sylvania Electronic Defense
 Laboratory, Box 205
 Mountain View, California

The BULLETIN will be published September, December, March and June. The deadline is the last day of the month preceding publication. But that is really the deadbeat's deadline. Much much sooner is better.

The first convention which I ever attended in Denver was the Third World Science-Fiction Convention. This was held in the Shirley-Savoy hotel during the pre-Fourth of July weekend of 1941. With two friends, I made a marathon, non-stop drive from Los Angeles to Denver in a "new" 1937 Chevrolet; we boiled on the St. George grade in southern Utah and had to pay fifty cents a gallon for water in the radiator. In 1941 you could buy four gallons of ethyl gas for that money! The speaker of honor at this convention was a fellow-Angeleno and friend, Robert A. Heinlein. He was at that time in the first stage of his orbiting science-fiction author's career. Bob Heinlein now lives in Colorado Springs, Colo. Colorado is filled with the forbidding activities of the military space age. We were very young and very idealistic then—never seriously thinking that the world of the future would be the same old world, with the same fears and stupidities. Heinlein was busy writing to show us that it would be.

One afternoon I stood on the steps of the Colorado State Capitol (which is wonderful inside! Be sure to climb clear to the dome.) and looked East. As a native Westerner, I had never been further East than I was at that moment. Beyond, brown, hazy and low-lying, were the mysterious Great Plains; further out over that flat rim of the world lay in unbelievable remove the course of the Father of Waters, and still further, across a veritable abyss of distance, other mountains and historic, Urväterlich lands: Virginia, Pennsylvania, and a remote austere civilization of my grandfathers, New England. Mars, Saturn, Proxima Centuri were more familiar and nearer to my ken.

I loved Denver. It lay like an outpost city on the world I knew--the gate to the mysterious East of the United States. It lay on the Eastern slope and edge of the Rocky Mountains, in whose heart I was born. The Sunday edition of the Denver Post was the great weekly event of a Montana childhood, especially in winter. But aside from these sentimentalities, and the world of the future, some of us went backward in time at this Third World Science Fiction Convention: To Lakeside and the world of the 1890's. The roller-coaster there is one of the world's greatest. Part of it ran along parallel with the old interurban line going out to Golden, and we rode the coaster over and over in order to race trolley cars if they came by at the right time. With our eyes fixed on 2000 A.D., we were half kids and our hearts went to the playland where our fathers courted our mothers. Lakeside had not much changed since then, except the Celery Phosphates were replaced with Coke. In 1959 my wife and I spent a few days in Denver. Lakeside and the coaster were still there, and we rode it--but only once. The interurban is long gone. And 2000 A.D. is much nearer.

Californians need not doff their hats and treat as equals many states as far as scenic beauty, importance in Western American history, and outdoors attractions go. But Colorado is one of them, and all of us who go to the Convention this June should plan to see every bit of Colorado we can find time for.

--Editor

VERY LAST-MINUTE FLASH: Date of the Thelma Hoffman lecture is firmed-up as May 6 at 8:30 in Dwinelle Hall, UC. (cf. NOTES & ITEMS in this issue)

Cast down a Gauntlet! Raise up the dues!

A slightly edited and condensed transcript of the remarks of Mrs. Mildred H. Brode, the President-Elect of the Special Libraries Association, before the San Francisco Bay Region Chapter, January 16, 1963.

Ninety percent of all the scientists who have ever lived are living today, and the resulting avalanche of technical information which must be organized and given to the person who needs it when he needs it, has presented a formidable challenge in our time. A gauntlet has been thrown down and the prize to be won is of the greatest value in our race for survival and the creation of a better life for everyone.

Can we pick up this gauntlet? Can we retain our position of leadership in the solution of the information problem, or make at least a significant contribution? What is the responsibility of our National Association in assisting the individual special librarian in his problems?

I think that the secret weapon in an Age of Change will be found in new types of training and education for special librarianship--or Documentation, or Information service, or whatever name the new profession will have. Let us look at some of the forms which this training should take; the people most concerned with utilizing its products; and finally the responsibility of a professional organization in the original education of its members and in their continuing training.

Most of the over thirty accredited library schools in the U.S. and Canada have courses aimed at special librarianship. A number of these schools have held conferences and symposia with invited specialists from the areas most needing the services of information specialists. From these sessions some very concrete results have come. There have been conferences at Western Reserve University's Center for Research in Documentation and Communication; at Rutgers; at the dedication of the Drexel Library Center, at Drexel Institute of Technology; and at the universities of Michigan, Minnesota, Washington and California. To fill the many immediate and urgent needs, many short-term courses and institutes are being offered by library schools, university extension divisions and technical institutes.

Special librarians are not the only persons concerned with the problem. At the highest level is the involvement of the Federal government, as indicated by the Report of the President's Science Advisory Committee ("Improving the Availability of Scientific and Technical Information in the United States"); the establishment of the Office of Science and Technology in the Executive office of the President, with Dr. Jay Kelley as Specialist on Scientific Communication and Information; the activities of Senator Humphrey's Sub-committee on Reorganization of the Government and International Organizations; by the activities of the Scientific Information Service of the National Science Foundation; and by the many information centers of the government, such as ASTIA, probably the largest.

A second group vitally concerned comprises scientists and engineers through their professional societies. These organizations have staged many documentation and information symposia and conferences. An especially forward innovator is the

American Institute of the Biological Sciences, with their program for interns in science information work! A third professional group is the American Documentation Institute, whose goals in most areas are identical with the SLA. Probably 80% of the members of each of these two associations are members of the other. And lastly, there are private companies dealing with "documentation", such as Eugene Garfield's Institute for Scientific Information; Documentation, Inc.; Herner & Company; Advanced Information Systems Company; and others less well-known.

We come then to the question of responsibility of the professional organization in the continuing education of its members. I have long felt that SLA should assume a greater degree of responsibility in this area. Dr. Estelle Broadman, Librarian and Associate professor of Medical history at Washington University School of Medicine (St. Louis) provided the historical raison d'etre in her address at the Decennial Celebration of the Georgia Chapter, Sept. 28, 1962. The modern professional organization in the United States is an heir of the Medieval Guilds of Europe, which included the professional ancestor of the contemporary lawyer and surgeon as well as the skilled craftsmen. These guilds prescribed the training required of their members and set up standards of accomplishment. In England the Library Association still sets up standards. It prescribes training and it examines.

It seems logical for a group that demands certain standards of qualification for its members to see to it that meeting these standards is possible. Though SIA has set up such standards, it takes no large-scale action seeing to it that there are places where training to these standards is available. Some steps in the right direction are represented by the provision of scholarships for students to obtain the training required for membership qualification. Another, and large, step is the establishment of the Education committee. Its duties are to study the present and probable future educational needs of special librarians; the training currently offered by library schools; and to make recommendations on the education of special librarians. The Committee will work with library schools in any way possible to strengthen their programs in the field of special librarianship (cf., Special Libraries, August 1961, p. 331)

The first report of this Committee was made to the Board at the annual convention in Washington, 1962. The report is printed in Special Libraries for September 1962. I hope every one of you will study it carefully, for the subject is one upon which SIA must focus its attention if it is to survive as a truly professional organization. To emphasise the importance attached to this problem, the theme of the Denver convention this year will be on the continuing education of special librarians.

However, before the Association can actively step in and follow up many of the recommendations of the Education committee; and before it can indeed offer its professional membership the kind of professional support which is so vital in the development of standards and the maintenance of them, the matter of financial support must be assured. This brings us to the proposed increase of annual membership dues.

During the past few years there are indications that Association activities have been curtailed, postponed or discontinued due to lack of sufficient funds. This is noticable in all areas of activity—Association, Chapter and Division. In fact, for the past several years the Association has been operating on a deficit budget, and is doing so again this year. The growth of Association activities has required increased expenditures each budget year. For fiscal 1957 they were \$98,423; for fiscal 1961 = \$152,342. The 1963 budget is \$183,070. This does not

include scholarships, the operating expense of the Translation Center nor expenditures for non-serial publications. During the past three years expenditures have exceeded income by an average of \$2000.00 per year. These are some of the reasons behind the Executive Board's approval of the Finance Committee's recommendation that dues for Active membership be increased from \$15.00 to \$20.00 and Associate member dues from \$10.00 to \$20.00 effective January 1964.

Why an increase in dues? 1) To support the increased programs of the Association; 2) To meet increased costs of basic operations; 3) to meet increased demands made on Association headquarters; 4) to provide increased allotments to Chapters, Divisions, and Committees; and 5) to set up and maintain a retirement program for Association headquarters personnel. Let us underscore each reason briefly:

1) To support the increased programs of the Association. In 1957 (the last dues increase) there were 31 committees and 20 special representatives; now there are 42 committees and 35 special representatives. One of the new committees is the International Management Congress Committee. SLA has been invited to participate in the International Management Congress in New York City during September 1963, when 2000 foreign and 2000 U.S. top executives will attend. This is one of the most important opportunities ever presented to SLA. Present plans include participation on the program—probably via a workshop; a demonstration library; and a bibliography on management to be included in the convention kit. This opportunity would have been missed if money had not been available. +++++ Other opportunities did not fare so well: we will not be able to participate in the New York World Fair in 1964-65, nor could we be represented at Century 21 in Seattle last year. Nor have we been able effectively to implement the Public Relations Report; give fullest support to Placement; improve Special Libraries and Technical Book Review Index.

2) To meet the increased costs of operation. Since 1957 the wholesale price index for all commodities is up about 4.5%; the consumer price index has increased 10% and the wage rate for women office workers in New York City has risen 19%.

3) To meet increased demands on Association headquarters. With increased activities, more and more requests for assistance are made to Headquarters by officers, directors, committees, special representatives, Chapters, Divisions, etc. Other activities increasing the Headquarters load are: processing membership applications; more publishing; publicity; public relations and advertising activities; general increase in paperwork; and transfer to Headquarters of a number of activities formerly done by members without cost to SLA.

4) To provide increased allotments to Chapters, Divisions and Committees. Demands are constantly made by these important groups for more money to meet their needs. Probably this lack of money has hit your chapter.

5) To set up and maintain a retirement program for Association Headquarters personnel. Would you care to work for an organization which lacked any such provisions? Naturally not—at least not permanently. To maintain staff morale and to be competitive with other organizations in the employment market, we must make such an arrangement. It is an especially pressing item in our need for increased funds, and strikes at the very heart of Association activities and coordination.

All of these points, and the problem itself, should be discussed at Chapter meetings before the proposed increase is presented to the membership at the Denver meeting this June.

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ASILOMAR: Monsoon and Talk

Nearly 75 members (and some guests) of the Bay Region chapter managed to get down to the workshop at Asilomar on 9 February. A good number of these made a weekend of it; those who stayed at Asilomar itself shared the grounds with a group of campfire girls, and other muscular women, who strode about vigorously through the sand, duff, spray and water-filled holes in the pavements. For it rained most of the time. A nice, civilized rain, which turned the sea to swelling mother-of-pearl and cast a rich, oyster-sauce patina on the shore, while the cypress and Monterey pines dripped a leisurely, exquisite green. The SLA groups met in the wooden chapel, with a view of the surf and the campfire girls in the storm. What went on is largely reported herewith:

Resume of the WEEDING, OR SPACEMAKING PANEL.

Members were Miriam Droege (Bank of America); Elise Hoffman (Foremost Dairies); Mr. Leslie Hood (S.F. Bay Area Council); and Jeanne Nichols (World Trade Center), the chairman. An eight-part "spacemaking" policy was presented, along with recommendations of useful tools for evaluating publications, and suggestions on "how to" do some of the routine library work which aids the weeding procedure.

Spacemaking policy:

1. Two-way communication in order that the library can be aware of changing interests of the company, and making the company aware of library activity. This may indicate new company interests and also subject areas which the company has eliminated. Possible weeding of information no longer of interest to the company.
2. Determine exact space and capacity of the library. Knowing maximum of library or a subject area, weed as material is added—one for one.
3. Estimate cost factors for keeping or discarding as an aid in evaluating value of publications to be weeded. One reasoning against discarding is that it costs as much to discard as to house a volume. But one reasoning in favor of discarding is that it costs 10 cents to discard a volume, as against \$1.00 for stack construction to house a volume.
4. Establish retention policy upon selection of publication, thus requiring only one step in evaluation of publication.
5. Keep good records of where publications can be given away.
6. Set definite time for weeding—daily, weekly, etc.
7. Sources for evaluating material, either printed or consultation with specialists.
8. Share responsibility of some of the weeding steps. This also aids staff in becoming more familiar with the material.

Tools for evaluating publications:

Contact, by SLA, of government departments which publish statistics, requesting that they indicate in their annual compilations whether they cumulate the weeklies or monthlies completely.

A union list of serials would be helpful. Pending its publication, Mr. Hood suggested that member libraries photostat periodical cards. Chapter could compile as a mimeographed listing. He also suggested a corporate depository might be established in a low rental building for storage use by libraries interested.

Subject listing of member libraries would be helpful. In this regard, a continuation of the Bulletin articles about libraries in the area could serve until a listing were available. Or a form for this information could be attached to the

membership renewal sheet in order to secure the information.

Knowledge of the holdings of other libraries in the area would be very useful in weeding and discarding. California Regional Resources Committee and the American Library Directory do not publish all the data needed.

How-To Suggestions:

Use of "book disposition forms" is helpful to some libraries. These forms can be filled out by someone other than head librarian, and attached to the publication. A "periodical disposition form" is used by Ann Burnett (PGE) and circulated to personnel in the company for their evaluation when considering weeding.

One library set a date-line for publications, and keeps record of the use of older publications. These will be evaluated after a period of time to determine the real need for the publication. Another library places material in storage if it is rarely used—when it is requested often it is reinstated into the collection. This is fine if you have storage space of this sort. Review of material in storage on an annual basis is the next weeding step.

Daily weeding of periodicals can be made by writing the retention period on the periodical when it is checked in, removing old copies as new ones are shelved each day. This is practical for material retained two years or less, if it is all in one place on the shelves and not partially separated for storage purposes.

Conclusions were that the time to do the weeding is what delays weeding—particularly evaluation time. Best possible help is to do a little at a time, but do it regularly. Share part of the procedure with the staff (e.g., company staff).

Resume of the TRAINING OF NON-PROFESSIONAL LIBRARY PERSONNEL PANEL.

1. Basic techniques required for hiring:

Almost without exception 40-60 words a minute is the basic skill required for all clerical jobs. Most institutions of which libraries are a part have applicants take some kind of clerical aptitude or intelligence test. One librarian recommends the Wonderlic Personnel Test over the Minnesota. A test for library pages exists; it is an alphabetical arrangement test. Use of office equipment is not a minimum requirement. It is taught on the job. Manufacturers of office equipment will send salesmen-trainers to teach use of their machines. Flexiwriter, Xerox, Multilith, and MMM, among others, will do this whenever necessary.

(Continued)

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2. Minimum levels of education:

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3. Orientation of the new non-professional:

Information on internal library organization should not be concentrated in one or even two sessions. If the new employee is not allowed a good portion of each day on his regular desk, he will feel most disoriented. Most orientation is not well done because of the differences in learning rate and the enormous amount of time required if the orientation is done properly. The person teaching the job should also do the oral orientation.

4. Dealing with the library's public:

When training for dealing with the "public", phone technique is of prime importance. The Pacific Telephone's movie on efficient use of the phone has been found to be very valuable here. Half of the thirty libraries represented had central information desks. Of these, all but one used a non-professional on the desk. It was unanimously agreed that the hardest thing to teach was not specific answers or ready-reference sources, but at what point the non-professional should decide to go to the professional supervisor for help—e.g., how to teach the non-professional to recognise the point at which he does not know the answers. The only way to train this is to use every case that comes up as an example to teach this type of judgement.

5. Use of training manuals:

A dozen samples from six to seven libraries were available for examination at the end of the session. No time was found during the discussions. It is handy, though, to be sure the training manual has some relation to what actually does go on.

(Continued)

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6. Job exchanging:

The use of exchanging as a training device was favored, but is not widely used.

The session closed with the following market survey: if this chapter were able to tie in here with the equivalent of New York's YWCA Ballard School, where the NY chapter started night courses about ten years ago in Basic cataloging, Basic Reference, Library methods, etc., how many librarians would encourage their non-professionals to attend if the courses were held in San Francisco at the most central spot?; how many parent institutions would pay the very nominal fee? The Ballard course runs for ten or twelve weeks, one night a week. Instructors are special librarians and librarians from local public systems. Response in the group of 30 and in the total meeting was negative. Distance, travel, time, expense, family responsibilities, clerical pay levels, and motivation were given as reasons. However, if anyone is interested in such a course, get in touch with Glen Maynard, Chapter president, Maureen Hopkins (SRI) or Betty Roth, ESSO of Calif.

Committee members were: Betty Roth, ESSOCAL, Chairman; Alleen Thompson, GE Atomic; H. Collopy, SFPL, and M. Rocq, emeritus, ESSOCAL.

Resume of the LIBRARY PLANNING PANEL.

1. Management falls into categories of more or of less sophistication regarding its awareness of library situations. On one extreme a librarian will be called upon for library planning only after management's inadequate and stop-gap measures have resulted in complete chaos. On the other hand knowledgeable management will bring in the librarian at the earliest planning stages if the entire operation. Between these two extremes are many shades of attitude on the part of management.
2. Management is motivated in library planning by consideration of profit, and its corollaries such as economy and prestige.
3. The library is in competition with other company activities for space and budget allocations, and must aggressively and unapologetically present its needs with the best "Madison Avenue" techniques.
4. Library and management relations are not necessarily antagonistic, but the burden for logical persuasion is on the librarian.
5. Better standards are required for library space utilization, and for the many related problems in physical library planning. It was noted that the SLA Standards Committee is actively engaged in producing such standards.
6. Central locations are desirable for most libraries.
7. Moving operations from old to new locations must be supervised and planned with great attention to detail and assurance of close coordination between the moving company or personnel and the library staff.
8. Particular attention should be given in early planning for relatively trivial matters such as telephone wiring, acoustics, etc., as later changes are difficult and costly after major basic construction has been completed.

Panel moderators: Eugene E. Graziano (Lockheed); Louise Stubblefield (IBM)

Resume of first part of MECHANIZATION—SELLING TO MANAGEMENT PANEL.

The panelists, Marjorie Griffin and Ben Swihart, divided their topic into two parts; the techniques of requisite information necessary in selling to management, and a practical application. Points stressed in the presentation to management were:

1. Librarians must be educated in what machines can do; management, in the advantages of mechanization to the total organization.
2. Librarians should establish rapport with the Data processing personnel: for time available in machines; and to promote interest in different applications.

(Continued)

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3. Areas adaptable to mechanization include acquisitions, cataloging, periodicals, book catalogs and the quick reference of Keyword in Context indexing.

4. Management is interested in benefits to everyone: faster information, more complete information—to make decisions by fact and not by intuition; which other companies have mechanized; and availability of machine time.

It is important to minimize costs and stress benefits and, above all, to engender enthusiasm for the system.

Resume of second part of MECHANIZATION—SELLING TO MANAGEMENT PANEL.

At this panel Mr. Swihart described the system used at Sandia Corporation's Livermore laboratory to record on punched cards and magnetic tape the indexing and content data needed to operate a wide range of automated information dissemination, control and retrieval systems. This includes the production of catalog cards, permuted title lists, author lists, subject listings, the SDI (Selective Information Dissemination) system developed by the IBM Corporation, information retrieval by computer, mechanized subject authority file and listings, and inventory and circulation control.

The system was designed for a technical library of medium size in a research laboratory, but it can be very easily adapted to other libraries of different size and scope. The system is inexpensive and simple to operate because all output may be printed on most of the widely-used small computers from data contained in the original set of input cards.

Resume of the CIRCULATION CONTROL PROCEDURES PANEL.

As a point of departure for the discussion, a questionnaire was distributed to the round table participants, soliciting information on the procedures in use in the libraries represented. A summary of the results of this query follows:

Total participants reporting: 17

Registration of borrowers: Newark Signature System (1 card)--6; Newark Signature System (2 cards)--1; Plain charge card--5; Newark Signature System for books; Plain charge card for journals--1; Transaction card system--1; Gaylord double card system--1; IBM-book card and borrower card--1.

Circulation files maintained: Charge card filed by call # or author--7; Same, and by borrower, too--6; Charge card filed by call #, borrower and due date--3; Charge card filed by transaction #--1.

Loan periods: Books (non-reference): 2 weeks or less--5; 3 weeks--1; 2-4 weeks--2; 4 weeks--3; indefinite--6. Periodicals: 1 hour & overnight--1; 3-7 days--2; 1 week--4; 2 weeks--3; 3 weeks--1; 4 weeks--2; indefinite--4.

Overdues: None sent--1; Sent daily (periodicals only)--1; Sent daily on reserve items--1; Twice weekly--1; Weekly--4; Twice a month--1; Monthly--4; Bi-monthly--1; 3-4 times a year--1; Irregularly--1.

Routing: Periodicals--8; Tables of contents--4; Both--2.

The panel discussion proceeded around the theme that the principal function of a special library is to furnish needed information to the requester as rapidly as possible in a manner requiring the minimum of effort on his part. The premise was posulated that this could be accomplished best in a library system where there was no circulation, or at most a limited circulation of library materials.

Questions raised involved mainly two points: 1) how does the library get the requested information from the collection to the user if there is restricted circulation of materials; and 2) what means can be used to notify the potential user of new material added to the library collection which may be of value to him?

(Continued)

The discussion next revolved around such topics as use of microforms, reproduction facilities and techniques, facsimile transmission, the use of printed book catalogs and union lists, special announcement media tailored to individual particular needs, and the design of library systems where all charge records from distribution points would be recorded and transmitted automatically to a central data-processing center which would thus keep track of all library statistics, e.g. circulation and use.

Circulation control and its attendant problems provided a stimulating topic for a round table discussion. It seems apparent that there are many new aspects of this library work which merit more exploration by all of us concerned with special libraries.

Panel members: Lorraine Pratt (SRI), Barbara Ivantcho (SRI), Allan Pratt (IBM).

Resume of the UNPUBLISHED REPORTS PANEL.

This panel drew a large group and had to be formed into two tables. Roy Nielsen and Marian Wickline presided at table A, and George Owens at table B.

Both tables discussed the same topics, except that table B in addition got around to Arrangement of Reports on Shelves. This is because George Owens prepared a handout with specifications, etc. The topics which both tables discussed in common were: Combined book and reports operations and services; Announcing and routing reports; Acquisition of reports; Indexing, storage and use of laboratory notebooks; Local interlibrary loan of reports.

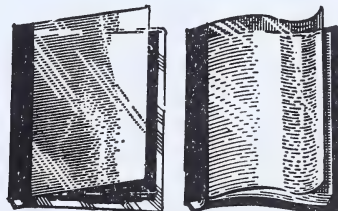
The point was made that classified reports do require some special features and consideration not required by unclassified ones.

One of the basic questions raised was: "Is the field of reports reference too big and too special for book library reference librarians to master in addition to their usual field?" Opinion was divided on this, and both sides of the division had strong and convincing points.

Some headway was made on the sub-topic of local interlibrary loan of reports. The consensus was that we should be slow to ask this of another; but in turn, be kindly obliging when asked--if a copy possibly can be spared. Visits would be preferred to mail service by most of the libraries represented that these discussions.

The discussions were more exploratory than instructive. This is an area of library work which is very foreign to many members and friends of the chapter. It is an area in which much precise defining is yet to be accomplished. The discussions snagged right off over the precise meaning of the word "unpublished". After much discussion, the groups agreed rather to use the term "research report" rather than "unpublished report"--though the latter is the one more generally encountered in the literature.

Since a great many of the participants did not themselves handle many research reports, it fell upon the large minority who do mainly to recount their problems. Apparently the rest of those present felt they might at any moment be called upon, however, to handle report literature. And they may well be!



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Mar 4-8	Institute on Data Transmission, American University, Washington, D. C.
Mar 11-14	Petrochemical and Refining Exposition, New Orleans
Mar 15-16	American Institute of Electrical Engineers, Pacific Computer Meeting. California Institute of Technology, Pasadena
Mar 18-20	Society for Nondestructive Testing, Spring National Convention, Ambassador Hotel, Los Angeles
Mar 18-22	American Society for Metals, Western Metal Exposition and Congress. Pan Pacific Auditorium, Los Angeles
Mar 20-22	Management Information Systems. AMA Seminar 6191-03. Hotel Astor, New York City
Mar 20-22	Establishing and Managing the Company Library. AMA Seminar 6813-02. Hotel Astor, New York City
Mar 25-29	Symposium on the Quantum Aspects of Polypeptides and Polynucleotides, Stanford University
Mar 31-Apr 5	American Chemical Society, Spring Meeting, Los Angeles
Apr 10-11	Symposium on Engineering Aspects of Magnetohydrodynamics, University of California, Berkeley
Apr 16-19	Catholic Library Association Annual Convention, Ambassador Hotel, Los Angeles. ("The Library and the Mass Media")
Apr 21-27	National Library Week
Apr 22-24	American Oil Chemists' Society, Annual Meeting. Atlanta, Georgia
Apr 30-May 2	National Microfilm Association, Sheraton Palace Hotel, San Francisco
Jun 9-13	SPECIAL LIBRARIES ASSOCIATION CONVENTION, Denver Hilton, Denver
Jun 16-22	Second International Congress on Medical Librarianship, Shoreham Hotel, Washington, D. C.
July 14-20	ALA 82nd Annual Conference, Chicago
Aug 27-30	Association for Computing Machinery. National Conference, University of Denver, Denver, Colorado (F. P. Venditti, Program Chairman)

S.L.A: DENVER 1963

Denver (5270ft.), capital & largest city of Colorado, lies on the S. bank of the South Platte river... & commands a superb view of the Rocky mts. ... It was founded in 1858... Many of its bldgs. are large, handsome & substantial... The business sts. are paved with asphalt. In 1890 its manufactures ... were valued at \$39,500,000. The traveller is recommended to ascend 17th st. and 17th ave. by cable car to the City park and return by it.

*--Baedeker, Karl, THE UNITED STATES. 2d. rev. ed., 1899.
p. 458 et seq.*

Denver, the Mile High City at the foot of the Rocky Mountains, is an oasis at the end of a 500-mile trail across the Great Plains. It is the only city of any great size between Chicago and the West Coast. Our most important product is a welcome to all visitors and our special brand of hospitality. Denver is indeed growing, and now boasts modern skyline against the magnificent panoramic backdrop of the Front Range. The mixing of the old West with the New West is a part of everyday living here, and part of the charm.

A tour of Denver must begin at the corner of Colfax avenue and Broadway, where the city's reverence for the past and its devotion to modernity are strikingly apparent. On the one hand is Colorado's capitol building, topped by its dome coated with real gold leaf—a tribute to past mining glories. On the other hand is the gleaming white tower of the twenty-eight story First National Bank building. From the same corner, beyond a spacious Civic center of lawns and flowers and walks, is the graceful classic columns of Denver's City and County building, where an earlier generation of city fathers stopped at four stories so the beloved view of the Front Range of the Rockies would never be blocked.

The same glance discloses the new twenty-two story Hilton Hotel—a symbol of Denver's emergence as a major convention and commercial city—and the headquarters of the SLA Convention for 1963. Strangely, it is necessary to go down five stories in Denver to find bedrock, and the aggregate from this excavation for the Hilton Hotel - May D&F Department store complex was used in the cement for the hotel itself. Gold was found even in these sands!

On the opposite side of the Civic Center the visitor finds the Denver Art Museum, which is ranked as one of the nation's ten best, and the new 800,000 volume Public Library, whose Western history department is of special note. It is recognized as one of the four most significant collections of Western Americana in the country. Established in 1934 through the efforts of Dr. Malcolm Wyer, now librarian emeritus, the collection grew out of demands of writers and scholars who sought complete research materials on the last pioneer region of the nation—the Rocky Mountain West. The library is also particularly proud of its Ross-Barrett Aeronautical collection, and its recently established Conservation Center collection. It will be the location of a reception on Wednesday evening during the Convention week.

Denver has 20,000 acres of mountain parks and a 1684 acre park system which is within the city limits. Chief of these is City park with an excellent zoo and a highly-rated Museum of Natural History. Not the least of the city's attractions are its beautiful residential areas. Each home-owner takes pride in keeping his property a show place. From the Sky Deck on top of the First National Bank building visitors get a magnificent 150-mile view of mountains and plains. The giant City Coliseum provides a location for the National Western Stock Show and Rodeo, circuses, ice-skating spectacles and other public events. During the

winter, Denver's Symphony orchestra performs weekly. Its Bonfils Memorial Theater is the home of the Civic Theatre Association. Several major entrepreneurs keep the City auditorium alive with fresh presentations from Broadway and the world of music.

Thousands of the nation's most talented brains in the complex field of science-missile-electronics-aviation now work in Denver for the Martin company, which makes the Titans; the Dow company's super-secret Rocky Flats Atomic Energy plant; the National Bureau of Standard's laboratories at nearby Boulder, and at other firms. Each of these has special and interesting libraries to serve the needs of the companies. Most of them can be visited by librarians who come to the SLA Convention. The National Center for Atmospheric Research in Boulder is building up a collection for the library which will be ready to serve the center when the buildings are completed. There are other small libraries growing around the activities of the missile industry.

The western petroleum industry's headquarters is in Denver, and the Marathon Oil company's library is a good example in this field. There are libraries for the Gates Rubber company and the Public Service company. In Colorado Springs, the Kaman Aircraft corporation's Nuclear Division library serves this firm's research and development activities. Two fine medical libraries are located in Denver; one is in connection with the University of Colorado's Medical Center and the other is operated by the Denver Medical Society. Those interested in metals will be able to visit the Climax Molybdenum library in Leadville. It is some distance from Denver, but a beautiful drive into the high mountains.

Federal collections in and near Denver include the United States Air Force Accounting and Finance center library; the United States Bureau of Reclamation Office of Engineering reference library; the United States Geological Survey library—Denver branch and, most recent of all the government libraries, the United States Air Force Academy library near Colorado Springs. The fabulous Air Force Academy is nestled close to the foothills, covering a vast acreage. It is well worth a visit. The library is very complete in its holdings, both from a military and a civilian point of view. Sixteen professionals are employed, plus the non-professional staff. The building is of a most advanced modern design, and attracted nation- and world-wide attention upon its construction.

(more)

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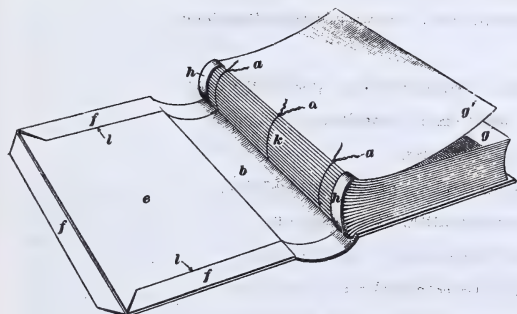
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OAKLAND 11, CALIFORNIA

In Colorado Springs itself is the important North American Air Defense Command whose headquarters is now being built under the Cheyenne mountains for security reasons. Here, too, is the beautiful Broadmoor Hotel with its magnificent view of Pike's Peak. This hotel is worth a trip to Colorado Springs in its own right. The town is also a cultural center with Colorado College, a small special college for men and women. There is also a famous Fine Arts Center. In addition, one never thinks of Colorado Springs without calling to mind the Garden of the Gods—an unusual group of redstone formations close to the foothills, a relict of the age of Reptiles.

We hope that many from San Francisco will want to come and enjoy our city and State when the Special Library Association meets in June. A complete program will appear shortly in Special Libraries.

Eleanor RePass, Librarian
Advanced Technology Library
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NOTES & ITEMS

Thelma Hoffman will give one of the seven JOHN COTTON DANA LECTURES for 1963. She will lecture on the University of California campus, Berkeley—the tentative date is April 29 (a Monday). These lectures were initiated by the Association in 1961. They are to be presented at accredited library schools "...to help library school students and faculty members understand what special librarians are and what they do.

+ + + + +

James H. Kennedy and Allan Pratt will coordinate the SPECIAL SYSTEMS PROJECT. A draft letter will be sent to Bay Area libraries soon, requesting brief informative abstracts of special system in use. These will be worked up for subsequent presentation in the chapter bulletin.

+ + + + +

The NOMINATING COMMITTEE consists of Miss Beverly Hickock (UC Inst. Trans. & Traffic Eng.), Chairman; Miss Irene Simpson (Wells Fargo) and Miss Eugenia Ironside (Shell). Send your suggestions for Chapter officers to them. They must report at the April meeting, and the vote is on May 9.

+ + + + +

PROCTOR & GAMBLE will give \$100.00 to the Chapters whose member libraries produce the most effective National Library Week display. 1st prize: \$75.00; 2d: \$25.00. See the Newsnotes in the January SLA Special Libraries.

+ + + + +

The April meeting will be the 17th—at the Stacey's warehouse in Palo Alto. There will be potables, condiments and calories. The details will come along later. The May 9th meeting will be at California Historical Society, SF. Again, festive libations and a catered dinner, followed by hilarious footnoted hijinx by Richard Dillon.

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FEDERICO C. BENEMANN

Toward the History of Documentation

*This important despatch was received at Bibliopolis-on-the-Potomac on January 7, 18,963 A.D.
It was transmitted by the Archaeodocument Retrieval Expedition in Upper New York*

The discovery in Holocene sedimentary beds near the proto-historic Lake Placid of a miraculously-preserved document entitled Simplified Library School Rules pushes certain knowledge of the history of documentation almost back to the inceptions. The document (or "book" as its contemporaries would have called it) is dated 1904 A.D. That places it clearly before the onset of the Fifth Ice Age. The author of the work is Melvil Dewey. Now for the first time we have conclusive indication of the famous Admiral's first name! That he was also, as were so many in primitive times, a self-educated man is evident from his deficient spelling. And of course, in those early, generalized ages, it was not unusual for a military man to dabble in documentation.

We were particularly anxious to see if this document contained any reference to the almost-mythical Hollerith, whom we have long regarded as the true founder of documentation. It was always presumed that Hollerith lived near the beginning of the 20th Christian century. The Admiral does not mention Hollerith in this work! Some scholars hold that Dewey stole the idea of information cards from Hollerith and changed the size of them to cover his tracks. But others believe the Admiral invented decimal classification and 3x5" cards independently of Hollerith, and that the two men never even knew each other! Communication was unbelievably bad in those days.

The most exciting thing in the ancient document occurs on page 15, where a list of "special classes of people" appears. The list is as follows:

Heliland	Merlin
Hitopadesa	Niebelungenlied
Kabala	Renard the fox
Kalevala	Roland
Koran	Talmud
Mabinogion	Upanishads
Mahabharata	

Linguists point out that these are nearly all European or Aryan names. Further, the names in the first column are all feminine, or seem to be, and those in the second are masculine. We conclude that this is a list of wives and husbands--the true antediluvian founders of documentation! (Except for Miss Mahabharata, the only name not linked to a man. We suspect here a prominent County librarian who remained unwed.) This list must date back almost the the Fourth Ice Age, since documentation was discovered during the recently ended interglacial epoch. Thus these hoary figures were almost mythical to documentalists of Dewey's age, which was right in the middle of the interglacial period.

The only name which can be identified with any historical event in documentation is the entry "Renard the fox". A man named Renard was leader of a library school on the Western shore of the North American continent at about the time of the Admiral. We cannot explain this late-comer to the list of special persons, nor can we explain the epithet "the fox", except to note that in those ancient times persons are known to have taken a second name at maturity, usually of an animal deity or geographic feature. Another possibly recent name is Niebelungenlied. Professor Ixbitl believes that Niebelungenlied, the husband of Hitopadesa, may have been a German bibliographer.

Simplified Library School Rules contains other striking evidence of the close-

ness of those times to archaic thought. The instructions to documentalists include elaborate rules for the entry of noblemen and other special types of humans! Anthropomorphisms abound, in that cities, industries and organized groups are all treated as persons! Slavery had also persisted longer than we had imagined, for there is an entry to a Sir Walter Scott's Black Dwarf. Perhaps because he belonged to a special class of persons, he was allowed to keep a slave.

Principles for primitive coding are laid down. The chief figure in this work was apparently not Hollerith, but a Charles Ami Cutter. We presume "Ami" to be a transcription of the Southern dialect corruption of the word "Army". Again the military motif! The Admiral apparently felt more comfortable with his own class of people. In those days persons also took the name of their craft--Cutter no doubt descended from a line of sawyers, tailors or harvesters. This early background of cutting things to size and purpose may have inspired him in his attempts to cut or code information to size.

Much of the instruction given in the Simplified Library School Rules is almost meaningless to us now. It requires considerable effort for us really to understand that documents in these early epochs occupied considerable spatial extensions. We understand from other fragments that some of the larger libraries were thousands of square feet in extent. None of these survived the 5th Ice Age, most having become peat deposits. The document Simplified Library School Rules itself takes up as much physical space as 1000 years of the legislative proceedings of a major metropolitan area in a contemporary library. Professor Ixbitl has calculated that if the present totality of recorded knowledge were in macroform, as in the Admiral's day, all of our libraries would have to be removed to the moon, which same satellite they would cover to a depth of at least two miles!

As we excavate around the edges of ancient Lake Placid, it is almost certain that other valuable material about the Admiral, his life and accomplishments, will be unearthed. We are particularly anxious to find something definitive about his famous Manila folder, which is believed to be the code name of his battle plan for occupation of that former Spanish harbor.

--TBY



LUNCH IS WHERE YOU FIND IT ON THESE TRIPS!

Mrs. Brode was luncheoned on Wednesday 16 January at the Men's Faculty Club, UC Berkeley, after a tour of the Lawrence Radiation Laboratory in the morning with Robert Meyer as host. Discussion at lunch was lively and explored the needs and possibilities in library schools of emphasis on or special courses for special librarians. With Mrs. Brode were Dean Ray Swank of the UC School of Librarianship; Asst.-Dean LeRoy Merritt; Professor Anne E. Markeley and Lecturer Russell Shank; Robert Meyer (Co-ordinator of the Continuing Education courses); Mrs. Margaret Uridge, Chairman of the Chapter Education Committee; and Glen Maynard, IL Presidente. After the luncheon, Mrs. Brode held an informal conference in the library school with students who were interested or curious about special librarianship. Her Berkeley trip concluded with a brief tour of the University library before Glen Maynard took her to San Francisco for the Chapter's dinner meeting. In the photograph here,

Mrs. Brode is seen at the dinner, reflecting upon all the wonders she has seen, and gathering strength to deliver the address which is reproduced elsewhere in these pages.

نامه هواپیما
AEROGRAMME

اخطار: گذاردن هر نوع ورقه و شینی دیگر در این نامه هوایی ممنوع
است؛ در صورت تخلف بابت زمینی فرستاده خواهد شد

Dear SLA Friends:

Yesterday I received the December S.F. Chapter Bulletin and forthwith transported myself back to the "Golden Gate" and sat in on all the meetings and seminars so thoroughly described. I must add, too, that my conscience has pricked me a bit for not writing sooner to convey news of myself and Greetings to all Chapter members.

The work here continues challenging and interesting, though fringed with the usual frustrations which everyone faces in an educational situation in a foreign country—horrible blackboards, small; inadequate, powdery chalk; unheated and badly lighted classrooms; complete disregard for schedules and starting classes on time; &c., &c. But there are many other less irritating circumstances that make teaching rewarding in this part of the world: an insatiable curiosity for all things new; the glamour of a "foreign" teacher; the constant marvelling at new techniques, &c., &c.

I am teaching 9 class hours a week, most of them at the National Teachers College. In addition, I have frequently been called on as a library consultant, and just this week am beginning to work at the National Military Academy (the West Point of Iran) in evaluating their library, and working with the English teachers in an attempt to upgrade their English program. I have taken two trips out in the "provinces"—to Tabriz, within near-eyesight of the Soviet border, and to Meshdad, the Holy City of Islam in this country. Gave lectures at both places: on American library development, and on American literature.

Two weeks at Christmas time found me on a jaunt to Athens, Cairo, Jerusalem in Jordan, Beirut and back to Tehran. If there was a ruin I didn't climb, a site I didn't see, a Pyramid I missed, a tomb I didn't ogle, it is only because there were no more ruins to be ruined, no more sites to be cited, no more Pyramids to be conquered, and no more occupants for tombs. I rode my first and last camel, and have taken hundreds of slides.

Library situations here are scant, so I do not have many libraries to talk about. However, later this Spring I have a schedule set up to inspect many small ones in the educational system here in Tehran. Special Libraries simply do not exist, and there is no training course, save the USJS library which sponsors an occasional seminar.

Many times have I thought of the excellent dinner and evening at the restaurant last August before I left, and my thanks are still due the fine members who hosted me.

My best to you, and greetings to All!

نشانزدهم: 24. January 1963

Dr. Paul Kruse, Box 1286, Tehran, Iran

NEW AND TRANSFER MEMBERS

Mrs. Margaret D. Brubaker, Tech. Ln.
Research Dept.
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Mr. Donald T. Clark
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Mr. Russell L. Daehler
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Mrs. Charlotte G. Owens
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Lockheed Aircraft International
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Mrs. Evelyn S. Stuckey
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Miss Marie Tashima
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Mrs. Colleen S. Tovey, Asst. Libn.
Dow Chemical Company Library
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The deadline for lists of duplicates this spring will be March 18. Please send 35 copies. For convenience in packaging, lists should be on 8 $\frac{1}{2}$ " X 11" paper. Please use as compact a form as possible, typed single space, to save postage.

The Executive Board of the Chapter has decided that the postage should be borne by the libraries using this service. If you have a franked envelope which will hold the 8 $\frac{1}{2}$ " X 11" packet of lists, please send in one with your request. Otherwise, please send 50¢ in stamps or coin. This will cover first class postage, the same service to which you are accustomed.

Want lists need not be accompanied by offers. Mention should be made of how long material will be kept before being discarded. If any library finds it impossible to supply copies of its list, the chairman (Sutter 1-7700, ext. 2213) will be glad to help.

Caroline M. Liebreuz, Chairman
Duplicate Exchange Committee

Mrs. C. M. Liebreuz
Standard Oil Company of California
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225 Bush St.
San Francisco 20, California

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Mrs. Marjorie D. Hall
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San Francisco Public Library
San Francisco 2, California

Miss Helen M. Kain
American Assoc. of University Women
2680 Bancroft Way
Berkeley 4, California

Mr. Burton E. Lamkin
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IBM, General Products Div.
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Palo Alto, California
Formerly: Mrs. Gwynneth T. Hobson

Mrs. Dorothy A. Schiell, Ln.
McCutchen, Doyle, Brown & Enersen
601 California Street
San Francisco 8, California
Formerly: Miss Dorothy M. Andrews

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CHAPTER PROJECT REPORT
DIRECTORY OF TRADE JOURNALS IN
SCIENCE AND TECHNOLOGY

The Directory is to be a Union list
of Chapter holdings of house journals
containing technical information. Examples
are such journals as the Bell System Tech-
nical Journal; Hewlett Packard Journal,
etc.

Letters have been sent to all Sci-
Tech libraries in the Chapter, requesting
that their holdings in this category be
submitted to the Committee. Libraries con-
tacted are urged to send in the lists as
soon as possible. The more entries sub-
mitted, the better the list...

-E. Ironside

Mrs. Amy W. Rose, Libn.
Pillsbury, Madison & Sutro
225 Bush St.
San Francisco 4, Calif.



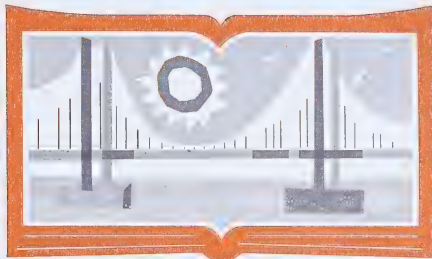
Volume: 38

June 1963

Number: 4

SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN



THE CONTINUING EDUCATION OF THE PROFESSIONAL LIBRARIAN

'The Director asked me if I thought that the library ought to investigate these new kinds of mechanical techniques using computers and punched cards. I told him I knew where every thing was in the library. Then he told me that the Engineering and the Plastics departments had made the suggestion, because they felt the library didn't help them much!'

'Well! Those scientists are illiterate anyway. They never know how to handle even the Readers' Guide, let alone the subject catalog!'

'I think they should learn to understand how the library works instead of trying to get the Director to turn me into a mechanic for them—they're supposed to be so smart to begin with'

San Francisco Bay Region ChapterBULLETIN, Vol. 33; No. 4

Editor: Theodor B. Yerke
U. S. Forest Service
Box 245
Berkeley 1, Calif.

Advertising: Roy A. Johnson
Sylvania Electronic
Defense Laboratory
Box 205
Mountain View, Calif.

The BULLETIN was published this year in September, December, March and June 1962/63. The next scheduled issue is for September 1963.

From time to time in the big, letter-press library periodicals (such as LJ) we read uplifting accounts, sprinkled with admirable heroism, of how the college library was moved to its new, larger quarters—with students pitching in as human conveyer chains, and other cheering sacrifices to move "eleventy thousand heavy boxes full of books." The mere thought of moving a college library is sufficient for all concerned to prepare for a major trucking operation.

But moving a small, special library is much worse, probably on the same principal that extracting a sliver can hurt more than having the appendix out. Since it does not exist in a separate building dominating the campus, management tends to conceive of the firm's library as a rather largish office. Then it may go ahead and schedule the move as if this were the case. If other moves are involved at the same time (i.e., if the whole firm is building-jumping) ugly snarls can happen. Let us say the library is to be moved "between 9:30 - 10:30 a.m.". But at 11:00 a.m. they are still excavating boxes of pamphlets, journals, directories, etc., and trays of filing cards, etc. Good God!, how can so many separate things have been in those small quarters? And the library had been practically shut down for two weeks while the (overworked) staff had been packing it up! Well--it isn't moved until 2:30 that afternoon. Everything is off schedule now. And the movers can't schedule a return visit for two weeks. So the phone changers can't do their switching, and they can't come back for three weeks, at least! And it was all the fault of the damned library! Haw haw haw! You think so? Haw haw haw!

In the middle of all this, Ken Carrol requested the Bulletin editor to stay on the job another year! Then he went out and cracked his car up. (He= Ken.) What did the Bulletin editor say to make Ken crash? Did he accept the offer? Read your September Bulletin to find out! Happy Holidays and a Sane Fourth at Bridge.

IT'S A NEW ADDRESS FOR---

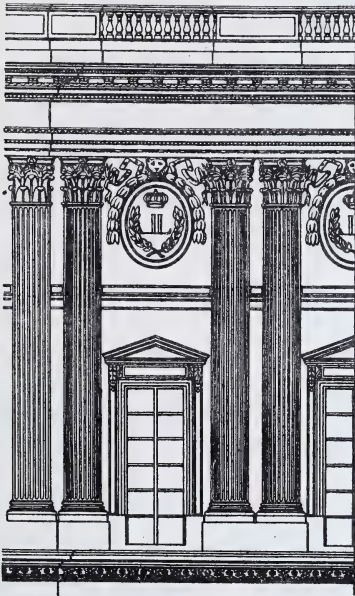
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General Maynard's Farewell Address to the troops

As I stand back and look at the year's activities, accomplishments and honours, I find the Chapter has done much to add to its proud record. The standing committees have all done excellent work and their member loyalty has been exceptional. This is much appreciated by your President. Do take time to read their reports which are printed elsewhere in this Bulletin. They contain not only summaries of the year's work but also offer suggestions and recommendations looking to further improvements.

Several special committees have been formed; some have successfully completed their work, others will will continue into the future. A Special Projects committee headed by Burton Larkin recommended some very good projects for the Chapter to pursue. A Directory of Trade Journals in Science and Technology for the region is being compiled under the chairmanship of Eugenia Ironsides. Another committee, under Elisabeth Bodie is studying means to produce a revised Bay Area Union List of Serials with contemporary mechanized techniques. Allan Pratt is to edit a Bulletin column describing unusual library systems currently in operation in this area.

The Chapter was one of several selected by Samuel Sass, Chairman of the SLA Professional Standards Committee, to assist in that group's work. Dr. Dan Bedsole carries the honour—his committee prepared a report on Service Standards which will be presented in Denver. Kathrine Johnson is forming a committee to survey salary scales and to compile job descriptions of libraries in the area. A published report is hoped for,

Mildred Brode, President-Elect of SLA, visited the chapter in January. Two of our distinguished members were elected to national office this year: Betty Roth is a Director and Jeanne North is Secretary of SLA. It was also a distinct honour to have one of our members, Thelma Hoffman, selected to present the John Cotton Dana lecture before the faculty of the U.C. School of Librarianship. This was in early May. It was an admirable lecture.

It has been a real pleasure to work with the other Chapter officers. Bouquets go to them, to all of them, to all the committee members and to those who carried a multitude of jobs and chores. And cheers to those of you who came to meetings without the need to meet specific responsibilities, adding by your presence strength and vitality to Chapter functions.

With best wishes to the officers and committee members who will be carrying on for the coming year, I thank all who have helped me this year. May the next be profitable and successful to those who will hold these many offices.

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EXECUTIVE COUNCIL and Advisory Board Report

The Council endured several lengthy meetings during the year to discuss and take action on business brought to its attention. A number of these actions were summarized in earlier issues of the Bulletin, as well as recommendations which were presented at meetings to the membership for final Chapter approval. It seems none-the-less appropriate to furnish at the close of the year a summary of these deliberations.

An early decision was to offer the remaining copies of the two editions of our Union List of Serials of the Bay Region at a special price of \$3.00. A number of the copies were sold during the year. At the July meeting, after some discussion, a committee was appointed to investigate special Chapter projects. This committee, headed by Burton Lamkin, made its report at the November meeting and recommended six different projects for action. This report and the Board actions was covered in the December issue of the Bulletin. Final action took place in January at the Chapter meeting.

The Education Committee asked for help on requests received for syllabi and bibliographies from the workshop and the professional brush-up course sponsored last year by the Chapter, the U.C. School of Librarianship and the University Extension. The bibliographies in question were given to those who paid and attended at that time. It was decided this sort of material should be edited to professional standards, and issued by the Chapter for sale—at the discretion of the Education Committee in each instance. Any balance remaining after the workshop expenses were paid was voted to be placed in a revolving fund to assist in publications and to help finance future courses.

The Education Committee also presented its Guidelines for Continuing Education Courses. These Guidelines were printed in the December issue of the Bulletin, and received final approval at the January Chapter meeting. The Committee also pointed out the urgent need for a movie of a typical special library. A resolution addressed to the SLA President was approved. This recommended that some (typical) organization be approached to make a movie of its own library, making this film available to other libraries for short loans. At the January meeting the motion was tabled when intelligence was received that such a cinema reel already existed; it was decided to review this first.

After a lively discussion of the Employment Committee's need for procedural standards a Committee was authorized to help formulate procedures and guidelines for the operation of the Employment Committee.

At the February meeting mounting costs of mailing the Duplicate Exchange Lists was discussed. The participating libraries have been asked to supply a large, franked envelope or to furnish stamps to cover these mailing costs.

The Publication Committee, at the request of the Education Committee, was revived. This is a standing committee provided for in our Constitution, but in recent years it has been inactive. A strong possibility of Chapter publishing in the near future made this action seem advisable. Allan Pratt was named Chairman. The Education

Committee will also handle the Chapter entry in the H. W. Wilson award contest.

Another Chapter project that was suggested is to fill the need for availability of local salary scales and job descriptions. Kathrine Johnson was appointed Chairman of a committee to further investigate such a project and report to the Board at a future meeting.

To ease the traffic jam at dinner meetings, it was agreed that members would be requested to make payment of their dinners in advance of the meeting. In two meetings so far handled by this system a notable reduction in the line and length of waiting was achieved.

+++++

Ci-joint vous trouverez—
Einlagend finden Sie—
Одновременно посылаю—
Bersiom nofeifjeu—
Attached please find—

a MEMBERSHIP APPLICATION to
the
CALIFORNIA LIBRARY ASSOCIATION

along with a letter from the
President of this sister or-
ganization.

What members of the local Chapter of SPECIAL LIBRARIES ASSOCIATION ought first to know is that we may join the State organization at a special rate of \$7.00--this is all in the attachements, and that when you join for the first time in the middle of the year, even that modest sum is pro-rated. Further, you still get all of the CLA publications.

Then local Chapter members ought to know that the State library conference will be at the Sheraton-Palace Hotel---yes, back to the Palace for us!--early in December. Now when have you ever gone to a professional meeting in the City where you could also go out and do your Christmas shopping, probably on company time?

Many of us are members of CLA now, and have been for years. Join us by joining them. It looks good when you are introduced as a speaker, fill out applications, etc.

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Dear Colleague:

This year, for the first time, the California Library Association offers membership to you, as a member of the Special Libraries Association, at the reduced dues rate of \$7.00. May I invite you to join us in supporting our state association? If you are already a member of CLA, please tell your colleagues about our program for strengthening and extending library services for all the people of the state.

We need the assistance of the many special librarians of California in the work of the association. During the coming year several major programs will be pursued.

Of great importance to all libraries in the state, though it is directed toward public libraries, is the Master Plan for Public Libraries in California. This long-range program seeks to improve public library service to every Californian, whether he lives in a large or small city, in a suburb or on a farm. As the most populous state in the nation we must take more seriously our obligation to provide adequately for library service to all. We are not now fulfilling the needs of many of our own citizens.

CLA can be proud of the essential support it has given to this program and to plans for the development of libraries in our schools and colleges and universities. We can also be proud that our association has assiduously defended the freedom to read and has actively opposed censorship and other efforts to limit free access to ideas.

We are a long way from our goals for good library service to all and we continually need to fight for true intellectual freedom.

I hope you will renew your membership in CLA or join as a new member.

Sincerely yours,

Everett T. Moore
Vice President
Chairman, Membership Committee



CALIFORNIA LIBRARY ASSOCIATION

829 COVENTRY ROAD

BERKELEY 7, CALIFORNIA

PERSONAL MEMBERSHIP

DUES ARE FOR CALENDAR YEAR; PAYABLE IN JANUARY, DELINQUENT ON APRIL 1st.

MISS, MRS., MR.

LAST NAME

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MIDDLE

POSITION:

LIBRARY:

ADDRESS OF LIBRARY:

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WERE YOU A MEMBER OF CLA LAST YEAR OR PREVIOUSLY?

YES ☐

NO ☐

CHECK MEMBERSHIP DESIRED.

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Fee for each additional section, \$2.00.

- ☐ College, University and Research Libraries
- ☐ Public Libraries
- ☐ Children's and Young People's
- ☐ Trustees

SCHEDULE OF DUES (As adopted Oct. 26, 1962 — Note: Dues include section membership and subscription to **CALIFORNIA LIBRARIAN**.
Dues based on gross monthly salary received during preceding fiscal year.)

<input type="checkbox"/> Full-time library science students	2.00	<input type="checkbox"/> Contributing members	50.00
<input type="checkbox"/> Gross monthly salary less than \$300	5.00	<input type="checkbox"/> Member School Library Assn of Calif. ____	
<input type="checkbox"/> Gross monthly salary between \$300 and \$449	7.00	<input type="checkbox"/> or Special Libraries Assn. ____ (please check)	7.00
<input type="checkbox"/> Gross monthly salary between \$450 and \$599	10.00	<input type="checkbox"/> Affiliate * <input type="checkbox"/> Associate **	5.00
<input type="checkbox"/> Gross monthly salary between \$600 and \$749	15.00	<input type="checkbox"/> Retired or unemployed	2.00
<input type="checkbox"/> Gross monthly salary between \$750 and \$899	20.00	<input type="checkbox"/> Non-salaried religious	5.00
<input type="checkbox"/> Gross monthly salary of \$900 or more	25.00	<input type="checkbox"/> Member of library's governing or advisory body	5.00

Dues of a new member shall be prorated from the first day of the quarter in which such new member shall have become a member of the Association, for the remainder of the calendar year.

* Any person residing out of the state who is at present or was previously engaged in library work.

** Any person, other than a library employee or member of a library's governing or advisory board.

TO JOIN OR RENEW MEMBERSHIP

1. Determine dues from table above and check type of membership for which dues are paid.
2. Make check or money order payable to CALIFORNIA LIBRARY ASSOCIATION.
3. RETURN TO CLA OFFICE. Your cancelled check is your receipt.

AMOUNT ENCLOSED \$ _____

See reverse side for list of round tables. Check membership desired.

CALIFORNIA LIBRARY ASSOCIATION
829 Coventry Road
Berkeley 7, California

ROUND TABLES

The Bylaws of the Association provide for round tables to represent the interests of small groups of active members who are engaged in similar work or who have special interests in common. As one of the privileges of active membership, you are entitled to join as many round tables as you wish. Several round tables have been activated and several others are being considered for organization.

Please check the round tables you desire to join and return the form with your CLA dues to the California Library Association

Already Organized

Would you be interested if organized?

ARMED FORCES LIBRARIANS	BUSINESS AND INDUSTRY LIBRARIANS
AUDIO-VISUAL	MUSIC LIBRARIANS
HOSPITALS AND INSTITUTIONS	SCHOOL LIBRARIANS
JUNIOR COLLEGE LIBRARIANS	THEATER LIBRARIANS
REFERENCE LIBRARIANS	
STAFF ORGANIZATIONS	
TECHNICAL SERVICES LIBRARIANS	
YOUNG ADULTS LIBRARIANS	

DATE _____ NAME _____

POSITION _____

LIBRARY _____

PREFERRED MAILING ADDRESS _____

THUS WENT OUR YEAR!

(NOTE: These reports in the Bulletin are not the verbatim official texts. Considerations of space have required condensation and some editorial work for continuity. Names of committee members other than chairmen have been omitted, partly because not all chairmen gave them.)

REPORT OF THE SECRETARY

ANNUAL REPORT FOR 1962-1963 A.D.

The Executive Board has been busy this year. The following meetings were held:

June 9, 1962	Glenn Maynard's home, Danville
July 26, 1962	Men's Faculty Club, U.C., Berkeley
Nov. 15, 1962	<u>Ibid</u>
Jan. 15, 1963	Imperial Palace, San Francisco
Feb. 28, 1963	Men's Faculty Club, U.C., Berkeley

The Chapter met as follows:

Sept. 14, 1962	L'Omelette, and at Lockheed, Palo Alto. A joint meeting with the He-Libs. 203 registered
Oct. 27, 1962	Joint Meeting with California Library Association, in San Diego, Calif. 13 attended from the Chapter
Dec. 6, 1962	Dinner and Christmas party at Claremont Hotel, Berkeley. 56 attended
Jan. 16, 1963	Dinner meeting at Canterbury Hotel, San Francisco, to receive the Vice-President. 53 attended*
Feb. 9, 1963	Workshop conference at Asilomar, Calif. 126 registered
Mar. 14, 1963	Joint-meeting with American Documentation Institute Bay Region chapter at Emmeryville, Calif. 110 attended
Apr. 17, 1963	Tour of Stacey's in Palo Alto, and dinner meeting at Rickey's Hyatt House. 74 attended
May 9, 1963	Tour of California Historical Society's new library, and dinner at the Society's mansion. 83 attended

The membership file accounts as follows:

Sustaining I	7	New members	27
Life II	1	Transfer into chap.	17
Active III	235	Resign	4
Affiliate IV	4	Transfer to S. Cal.	1
Associate V	50 R	Reinstate	3
Student VI	7		

*Another 43 lunched with Mrs. Brode the following day in Palo Alto at an unofficial reception

Respectfully Submitted
Betty B. Bateman
Secretary

ANNUAL REPORT OF THE ADVERTISING COMMITTEE, 1962-1963

During the current fiscal year the publicity letter sent to prospective advertisers in the Bulletin has been modified. It is in need of additional modification, particularly in the area of advertizing rates. I have talked with Ken Carroll regarding this.

Approximately 60 letters to initiate advertizing were mailed, resulting in ten subscribers. The following is a listing of Bulletin advertizers and the income from this for the period October, 1962, to date (April 16, 1963):

Perry G. Davis Bookbinding	\$38.00
National Magazine Company	38.00
Foster and Futernick Co.	19.00
Artisan Bindery	19.00
AeroSpace TechTronix Back-	
files Company	19.00
W.R. Ames Company	36.00
Berlitz Translation Service	32.00
Squire Magazine Subscription Agy.	17.00
Gaylord Brothers	19.00
Staceys Bookstore	36.00
TOTAL	<u>\$273.00</u>

Sincerely
Roy A. Johnson
Advertising Chairman

ANNUAL REPORT OF THE ARCHIVES COMMITTEE, 1962-1963

Copies of the Chapter Bulletins, the directory, articles and clippings have been stored in the archives at the Mechanics Institute Library.

Respectfully
Isabella Nestor
Archives Chairman

ANNUAL REPORT OF THE BULLETIN COMMITTEE, 1962-1963

Four issued of the Chapter Bulletin were planned this year. Each has averaged over twenty pages. The Business manager obtained several new adds in addition to those with which we started the year.

There has been a continuation of minor mailing difficulties. While each instance is irksome to the individual who misses his Bulletin, the situation is hardly endemic. In general the printed does a pretty good job for the price. This year all pages have been reproduced by ectolith, with good results. In an age of declining standards and deteriorating senses of responsibility, the printed ranks somewhat above average.

Since supplemental mailings have been necessary to get announcements of meetings and other events out to the membership, I recommend that the frequency of publication be among the items considered by the new Editorial or Publishing committee. Perhaps a bi-monthly, less pretentious Bulletin would better serve our needs.

Respectfully Submitted
Луффар Пергола-Мандажабориян
Bulletin Chairman

ANNUAL REPORT OF THE CONSULTATION COMMITTEE, 1962-1963

During the year the Chapter Consulting Officer received three direct requests for assistance in library organization and practices from local organizations. In two cases interviews were given. One of them was followed by employment of a librarian to set up a system which can be carried on by a clerk. There is hope that growth of the organization may lead to employment of a librarian later on.

Four inquiries were forwarded from the Association's Secretary. The committee will follow up one of the enquirers who seems interested in establishing a library in the future.

The Consultation Service Committee...is about to revise its manual. The Chairman has asked each chapter committee for suggestions to streamline functions at the Chapter and Association level. This committee will submit a few suggestions as requested.

Respectfully Submitted
Margaret M. Rocq
Consultation Committee Chairman

ANNUAL REPORT OF THE DUPLICATE EXCHANGE COMMITTEE, 1962-1963

In the Fall of 1962, 15 lists were submitted and thirty sets assembled and mailed by first class postage at 40¢ each, a cost of \$12.00 to the Chapter. For the Spring 1963 list, the Executive Board decided the libraries benefiting from the exchange should bear the cost of increasing postage. Due to the delayed mailing of the March issue (Ed. note: Because an advertiser failed to get his copy in.) participation was cut by one-third. Ten lists were submitted and 19 sets requested. ...

Mrs. Margaret Marshburn assisted in the assembling, stamping, refunding and mailing.

Respectfully Submitted
Caroline M. Liebrez
Duplicate Exchange Chairman

ANNUAL REPORT OF THE EDUCATION COMMITTEE, 1962-1963

The Committee held monthly meetings. The Workshop for Library Assistants was presented September 13-14, 1962 at the University of San Francisco Library. There were 86 registrants, each paying \$20.00--all but two being sent by their libraries.

The Committee voted to give the workshop every other year, believing there would not be a large enough reservoir of potential attendees every year. The four workshop speakers were chapter members (Marjorie Griffin, Margaret Rocq, Robert Meyer and Margaret Uridge). The tremendous amount of organizational work involved fell mainly on the shoulders of the Coordinator, Mrs. Dorothy Williams. She is presently preparing a manual for presentation of future workshops of this type.

For the second year the Education Committee organized the Continuing Education Course for Professional Librarians, given Spring 1963. Sponsored as before by the Chapter, the School of Librarianship of the University, and the U.C. Extension Division, the course began March 5th, and was given for seven subsequent evenings on Tuesdays, at the San Francisco headquarters of the Division. This year's course was entitled CURRENT DEVELOPMENTS IN CATALOGING AND CLASSIFICATION. Coordinators were Robert Meyer and Mrs. Oda Hansen, the eight speakers being chosen for their special knowledge of the subject of their address.

As with the course last year, it was oversubscribed. The first lecture drew an attendance of 155; registration was held to an absolute maximum of 140, with a small waiting list.

The Education Committee is investigating proposals for further expansion of the education program, including a possible two-day conference; adding an editorial staff to the Continuing Education Course program for standardizing submitted outlines and bibliographies for possible publication; preparing an orientation manual for library assistants to be used with future workshops, etc. The Committee will also be planning for the 1964 spring Course for Continuing Education, as well as presentation of the second workshop in that year.

Respectfully submitted
Margaret D. Uridge
Education Committee Chairman

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ANNUAL REPORT OF THE EMPLOYMENT COMMITTEE, 1962-1963

Applicants

Number of new applicants (May 1962-April 1963): 74

Number of applicants registered April 30, 1963: 35

Positions

Number of listed positions (May through April): 33

Number of positions available April 30, 1963: 11

Placements

Number of placements (May through April) 4

Salary of applicants placed in each salary
range:

\$5000 - \$6000 1

\$7000 - \$8000 2

\$8000 - \$10,000 1

The number of verified placements made as a result of the committee's efforts is disappointing. In the Bay Area supply continues to exceed demand, a characteristic circumstance. While depressed salaries slow placement, there is a most noticeable shortage of librarians with a sound scientific and/or technical background and the requisite full professional degree qualifications.

A start has been made to collect classification and salary materials so that conferences with employers may be informed and objective in this area. The advisory subcommittee has never been convened and there have been no further explorations of a suggestion to hold an Employment clinic for students at the U.C. School of Librarianship.

Respectfully Submitted

Ray Brian

Employment Committee Chairman

ANNUAL REPORT OF THE HOSPITALITY COMMITTEE, 1962-1963

The Hospitality Committee wishes to continue the Christmas party; it has been suggested that it be a cocktail party and no arrangements be made for a dinner. If it also is to be a fund-raising activity for the Scholarship fund, then it is recommended that the Chapter membership be asked to buy raffle tickets. Last year the local vendors were very accommodating in supplying the prizes for the raffle.

Because the price of dinners has soared, the membership may prefer to have fewer dinner meetings. Meeting rooms might be sought from banks or public libraries which

can offer auditoriums.

It was decided to adopt Katherine Johnson's recommendation that dinner reservations be prepaid by mail, addressed to the hospitality chairman.

Respectfully Submitted

Rose Kraft
Hospitality Chairman

ANNUAL REPORT OF THE JOINT-MEETING COMMITTEE, 1962-1963

The annual joint luncheon meeting of the California Library Association and the three California Chapters of the Special Libraries Association took place October 27, 1962 at the Coronado Hotel, San Diego. Dr. Harold C. Urey, 1934 Nobel Prize winner (with a few accomplishments since, too) spoke on "The Abundance of the Elements". Thirteen of the local Chapter's members attended this meeting. All arrangements were made by Mr. Louis Canter and Mr. Larry Leonard of the San Diego Chapter.

Sincerely

Elizabeth Bodie
Joint-Meeting Committee Chairman

ANNUAL REPORT OF THE MEMBERSHIP COMMITTEE, 1962-1963

As of 10 April membership records of the Chapter gave the following count:

I	Sustaining	7
II	Life	1
III	Active	228
IV	Affiliate	4
V	Associate	50
VI	Student	8
VII	Emeritus	1
	Total	299

Other statistics

New members	26
Transfers to Chapter	16
Transfers from Chapter	5
Reinstated members	4
Resignations	3
Letters of Welcome	45
Prospective contacts	38
Delinquency letters	62
Members dropped (delinq.)	None as of this date

Respectfully submitted
Kenneth D. Carroll
Membership Chairman

ANNUAL REPORT OF THE PROGRAM COMMITTEE

Programs for the 1962-1963 season were selected on the basis of a questionnaire circulated to the membership in June 1962. From this the following major conclusions could be drawn: 1) The three most popular types of programs are: a) Visits to new and/or unique local special libraries; b) workshop methods meetings; and c) programs on information or reference sources. 2) The chapter splits about 50/50 on mechanized information retrieval. It was very often either the first or the last choice by a member. 3) Subject indexing is the most vexing library operations problem, and training of non-professionals, the administrative one. 3) Saturday meetings are acceptable once or twice a year.

At the suggestion of Burton Lamkin a series of special-interest workshops were held for the first time; they operated as bull-sessions for the exchange of information in specialized or narrow subjects whose scope falls below the threshold of interest for a general chapter meeting.

The year's programs were: Friday, 14 September—Open house and tour of Lockheed Technical Information Center, Palo Alto, preceded by dinner at L'Omelette French Restaurant. This was a joint-meeting with the He-Libs of Northern California.

Saturday, October 27—Joint luncheon meeting with Southern California and San Diego Chapters during the California Library Association annual meeting in San Diego. Dr. Harold C. Urey spoke on the "Abundance of the Elements".

Dinner and Christmas party at the Hotel Claremont, Berkeley. A raffle to benefit the SLA scholarship fund raised \$60.00.

Wednesday, 16 January—SLA Vice-President's night. Dinner meeting at the Hotel Canterbury, San Francisco. Mrs. Brode through down the gauntlet on the "Challenge of the New Librarianship". She also left her glove, which was mailed to her a few days later.

Thursday, 17 January—Luncheon for Mrs. Brode at La Cabana, Palo Alto.

Saturday, 9 February—All-Day workshop meeting at Asilomar Hotel, Pacific Grove. Panel discussions. (See March 1963 Bulletin.)

Wednesday, 20 February—Special-interest workshop on ASTIA at Letterman General Hospital, San Francisco. The regional ASTIA director led the discussion.

Thursday, 14 March—Joint meeting with the ADI at Shell Development co., Emeryville. Program: Image processing and future libraries and Photographic storage and computing technology for libraries. Speakers from IBM.

Wednesday, April 17—Reception and tour of Stacey's warehouse operations in Palo Alto; dinner at Rickey's Hyatt House and movies of Colorado.

Wednesday, 24 April—Special-interest workshop on subscription agents, held at Foremost Dairies, Berkeley. Several agents were

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present to spark the discussion.

Thursday, 9 May. Tour of California Historical Society's new library and dinner at the Society, followed by annual business meeting, greetings from visiting Southeast Asian librarians, and an address in the humorous Westerner-in-American-Literature style by Westerner in American Letters, Mr. Richard Dillon, Sutro librarian, author, and maturing public speaker. His subject was "What to do until the publisher comes." (Or, "Is there a publisher in the house?")

Respectfully submitted

Marilyn Johnson
Marilyn Johnson
Program Chairman

ANNUAL REPORT OF THE PUBLICITY COMMITTEE

The publicity chairman sent news and notes to newspapers, house organs and library bulletins about Chapter activities and meetings. To publicize the two-day workshop for Library Assistants last September, the chairman sent notices to Bay Area and peninsular newspapers, with particularly good results in Berkeley, Oakland and Palo Alto. The visit of the national President-elect resulted in several articles with biographical sketch and picture, and this publicity was forwarded to national headquarters. For the experimental February Asilomar meeting, many advance notices were sent to house organs and library publications, as well as university library bulletins. The meeting was also announced in local newspapers. Although clippings for all these were not secured, many who attended said they had seen the notices. As a result of this particular meeting, an article on program ideas was submitted for publication to Special Libraries. (Ed. note: And printed in the May-June 1963 issue.)

Respectfully Submitted

Raphaella Kingsbury
Raphaella Kingsbury
Publicity Chairman

ANNUAL REPORT OF THE RECRUITMENT COMMITTEE

The Recruitment committee organized library open houses for students of the School of Librarianship at the University of California, Berkeley. These took place on 5 December 1962 and 6 March 1963. Eleven libraries participated in the first open house and 51 students made visits; thirteen libraries lured 20 students for the second one. The participating libraries follow (those who were open both times are *starred): *Ampex corp.; Bechtel corp.; California Medical Association; *Crown Zellerbach; *Cutter Laboratories; Dow Chemical; *Federal Reserve Bank of San Francisco; *IBM; Lockheed Missile & Space co.; Langley-Porter Neuropsychiatric Institute; *Shell Development co.; *Stanford Research Institute; *Standard Oil Co. of California; *Stauffer Chemical co.; and *U.C. Institute of Transportation and Traffic Engineering. Not all libraries which extended invitations were visited, however. Lunch or refreshments were included in the tours, with luncheon recommended as affording an excellent chance to have informal and broader discussions on Special Librarianship.

Respectfully submitted

Yumi Lee
Yumi Lee, Chairman

SUMMER LIBRARY COURSES AT THE UNIVERSITY OF CALIFORNIA, BERKELEY

Two special workshops are planned at the School of Librarianship, University of California, Berkeley, for summer 1963. Both are scheduled between June 29-August 9, in cooperation with the University Extension Division. Mrs. Mae Durham will conduct the first workshop on "Excellence in Children's Literature" and Mrs. Julia Hardkopf will conduct the second on "Library Methods Analysis". The latter special course will be given as course XL07, and is offered to librarians and to clerical supervisors with experience in either performance or supervision of library operations and routines. The application of methods analysis principles to selected library routines will be given special emphasis. Work simplification, layout of work areas, and motion economy are the chief subject areas to be discussed. Students will be asked to work out practical solutions to appropriate problems. Daily three-hour class sessions are to be supplemented by laboratory exercises and readings in course material covering philosophy, terminology and objectives of library work simplification. Enrollment is limited to 30 and advance registration is required. Fee is \$60.00 Further information may be obtained by contacting Special Programs, Liberal Arts Department, University Extension, University of California, Berkeley 4.

The success of the SLA Continuation Course on Cataloging and Classification the past spring has encouraged University Extension, the SLA-SF Chapter Education Committee and the School of Librarianship to plan toward a greatly expanded future program for the future. Such Extension division courses would, of course, be non-degree programs for the continuing education of practicing librarians or their library assistants.

For working librarians who want, and are qualified for, the regular library degree program of the School of Librarianship, there will be offered beginning in February 1964 repeat sections of the basic M.L.S. courses, scheduled for late afternoon, evenings or Saturday. For many years in the past students have been admitted only in the fall and summer sessions. This new program will allow students to enter in the spring semester as well, and is made possible by repeating the basic courses each semester. Details may be found in the Announcement of the School of Librarianship, fall and spring semesters, 1963-64.

SUMMER LIBRARY COURSES AT THE UNIVERSITY OF SAN FRANCISCO

Since 1958 the Department of Education of the University of San Francisco, has offered a program leading to the California State Librarianship Credential. All courses required by the State Commission of Credentials may be taken here. The program is arranged so that students may complete the 24-unit course by attending six-week summer sessions. The details of admission prerequisites, preliminary training, and the Librarianship Credential Requirements may be obtained by writing or calling: Herberta L. Faithorn, Acting Director, Librarianship Credential Program, University of San Francisco, San Francisco 17, California. Or phone: 415-75-1000-210. (The phone company loves people.)

Seven courses will be offered this summer: Introduction to Library Materials (2 units); History of Books and Libraries (2 units); Reference and Bibliography II (2 units); Classification and Cataloging (4 units); Adult and Young Adult Literature (3 units); Audio-visual Materials in Libraries (2 units); and Principles of Book Selection (3 units).

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- 27-29 MAY CONFERENCE ON NEW SCIENTIFIC AND TECHNOLOGICAL DEVELOPMENTS AND THEIR APPLICATION TO LIBRARY SCIENCE AND SERVICE. Chicago, Ill. Supported by U. S. Office of Education grant; spons. by Library Education Division, ALA and U. of Illinois Graduate School of Library Science.
- 3-14 JUNE WORKSHOP ON COMPARATIVE LIBRARIANSHIP. Columbia University School of Library Service. Dr. Dorothy Collings, Educational Liason Officer at the U. N. will direct workshop.
- 9-13 JUNE A little show in Denver and environs, with Bar-B-Q's, Education, River Songs, Personalities, Brisk Climate, Education, participating libraries and commercial exhibits. If you don't know about it, it's too late now!
- 10-19 JUNE New course in LAW LIBRARIANSHIP. School of Library Science, U. of North Carolina. Mary W. Oliver, Law Librarian and Assoc. Prof., UNC, instructs.
- 16-22 JUNE SECOND INTERNATIONAL CONGRESS ON MEDICAL LIBRARIANSHIP. Shoreham Hotel, Washington, D.C.
- 17-21 JUNE American Society for Engineering Education. Annual meeting, Philadelphia, Pa. One and $\frac{1}{2}$ days will be devoted to INFORMATION AND RETRIEVAL PROGRAMS FOR ENGINEERS. Information from J. P. McGowan, Dir. of the Library, Franklin Institute, 20th & Parkway, Philadelphia 3.
- 25 JUNE-30 AUGUST ACQUIRING AND ORGANIZING SCIENCE MATERIAL, course 80710, Drexel Institute of Technology., Graduate School of Library Science, Information Science Department, Philadelphia 4. Three hours credit.
- 8-12 JULY INSTITUTE IN TECHNICAL AND INDUSTRIAL COMMUNICATIONS, 6th. Colorado State University, Ft. Collins, Colo. Intensive one-week course and workshop for information specialists. Write: Director, Institute in Technical and Industrial Communications, CSU.
- 12-13 JULY LIBRARY BUILDINGS INSTITUTE. Hilton Hotel, Chicago. Sponsored by ALA as a part of their annual conference.
- 16-18 JULY CONFERENCE WITHIN A CONFERENCE. ALA Conference. Subject: Student Use of Libraries. (Vide LJ 88:1844. May 1, 1964)
- 25 JULY - 23 AUGUST SEMINAR IN SEARCH STRATEGY. University of Washington, Seattle. Claire K. Schultz, instructor.
- 29 JULY - 9 AUGUST LIBRARY METHODS AND ANALYSIS. U. of California, Berkeley. Enrollment limited to 30. (See this issue of this very Bulletin)
- 4 AUGUST - 3 SEPT. VAATOVES HOJAN AMVAAT NALJANBIV TANI ESSOSTI FJASTERSJANOM. Aqademii Bibelioteqarii Tifima Anohovespomitma, Qv. Tevesam veidilnovjan fjas-tersti. Meffesvsiffeu Potstmf 1923a, Anhovespomitme, Qv. Passports required.

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MEMBERSHIP

This listing does NOT contain section and divisional membership changes, nor does it incriminate and expose to public shame a distressing number of colleagues who are dropped for non-payment of dues, even though gainfully employed.

NEW MEMBERS:

Mr. Merle N. Boylan, jr.
1440 Creekside, Apt. 44
Walnut Creek, California

Mrs. Judy H. Fair
230 Delores st., Apt. 26
San Francisco 3, California

Mrs. Colleen A. Garcia
1161 Bonita avenue, Apt. IV
Mountain View, California

Mr. William Holman, City Librarian
San Francisco Public Library
Civic Center
San Francisco 2, California

Mrs. Vera Loomis
224 Judah street
San Francisco 22, California

Miss Brenda Ann O'Brien
3284 Jackson street
San Francisco 18, California

Mrs. Janina O. Ruiz
2235 Ashby street
Berkeley 5, California

Mrs. Brgitta M. Vadasz
821 33rd avenue
San Francisco 21, California

CHANGES OF ADDRESS:

Miss Maggie Cason
1117 High Court
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Mr. Russell L. Daehler
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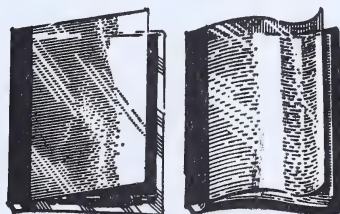
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California Research Corporation
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Miss Jane Hockett
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Dr. W. A. Kozumplick
3181 Mackail Way
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742 Southamptn drive
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Mr. George E. Owens
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Miss Vera Slaughter
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Oakland 12, California

Mrs. Evelyn V. Straton
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Redwood City, California

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San Francisco 9, California 20M-III

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Miss Barbara E. White
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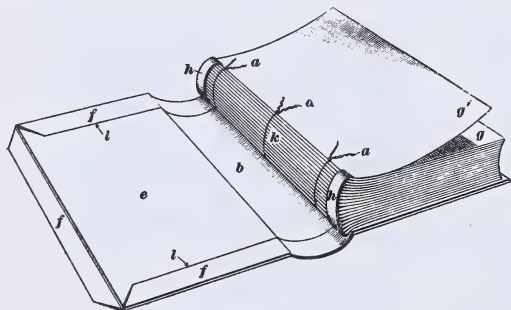
Mr. Elmer W. Grieder, Acting Director
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Mr. Donald R. Wittig
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Miss Joan A. Vertin TO
Mrs. Joan A. Edwards
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SRI LIBRARY PERIODICALS, JANUARY 1963, is an experimental keyword listing of the Stanford Research Institute Library periodical holdings. The list was printed from punched cards, and based on a deck used to maintain subscription records. The sorting and filing of the cards, however, was done manually. It was intended primarily to keep the SRI research staff informed of the extent of the library periodical collection by subject as well as by title. The editing was done to suit local needs. A copy can be supplied so long as they last to any interested library. Please write to Barbara Ivantcho, Library, Stanford Research Institute, Menlo Park, California.

+++++

UNION LIST OF SERIALS FOR MINNESOTA has been published by the Minnesota Chapter of the Special Libraries Association. It covers the complete periodicals holdings of 21 cooperating special libraries. Approximately 3,500 titles of foreign and domestic publications are listed. The emphasis is on journals devoted to data processing equipment manufacture and sales, food sciences, pulp and paper industries, aero-

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Dr. Danny T. Bedsole, Manager, Technical Library, Aerojet-General Corp., Sacramento, will teach the following two courses at the University of Texas, Graduate Library School, July 15-August 24, 1963:

L.S. 382L.3: PURE AND APPLIED SCIENCES, a 3-semester-hour course dealing with the literature and reference sources in certain of the pure and applied science areas.

L.S. 384K.3: DATA BANKING SYSTEMS, a 3-semester-hour course, examining the theoretical aspects of bibliographic organization and control; conventional methods of information storage and retrieval; mechanized systems; current status in the coordination of present systems and the development of new systems.

+++++

Miss Thelma Hoffman, Librarian Emeritus, Shell Development Co., presented the John Cotton Dana Lecture, sponsored by the Special Libraries Association, to the University of California School of Librarianship on Monday evening, May 6, in Dwinelle Hall on the Berkeley Campus. Miss Hoffman's lecture was entitled "Putting Knowledge to Work—a Goal and a Reality." The lecture was timed to coincide with the beginning of midterm examinations. We hope that the many students unable to attend the lecture were busy putting knowledge to work that evening: as a reality for a goal.

+++++

Anything else?

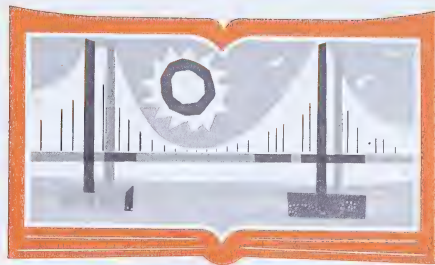


Miss Marjorie Griffin
1 Park Place
Saratoga, Calif.

September 1963

Volume 34 Number 1

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER BULLETIN


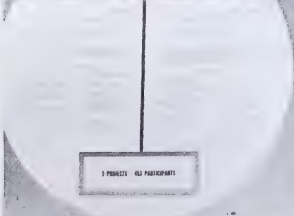

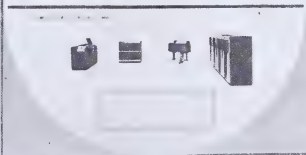

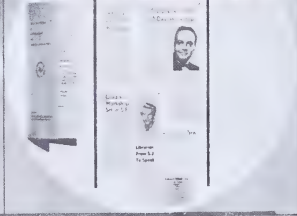
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*Special Libraries Association
Hilton Hotel, Denver*

SAN FRANCISCO BAY REGION WINS THE H.W. WILSON COMPANY CHAPTER AWARD

The practical, several-faceted program developed by the San Francisco Bay Region Chapter of Special Libraries Association to encourage special librarians to continue and supplement their education has won for the West Coast group the 1963 H.W. Wilson Company Chapter Award. *Howard Haycraft*, President of the noted library firm, The H.W. Wilson Company, presented a check for \$100.00 and a scroll to *Roger (call me 'Mac') Martin*, Chief Librarian, Shell Development Company, Emeryville, California (*that's near Oakland, honey*), and a member of the Chapter's Education Committee, at the Association's annual banquet in Denver on June 11, 1963. It was a glorious banquet, and at Roger's table just before the announcement was made there was a lot of hilarity and nonsense going on, so that *Mrs. Elizabeth Roth*, who was seated at the head table on a platform just above Roger's table, had to kick the Bulletin editor in the head with her alligator opera pump to get the group's attention!! Roger almpst cmfffyccmmmmfy shrdlu etaoin & %ME@ [AN ELECTRICAL DISTURBANCE IN NEBRASKA INTERRUPTED FURTHER TRANSMISSION OF THIS STORY] 30 30 30

CONTINUING EDUCATION PROJECTS SAN FRANCISCO BAY REGION CHAPTER 1962-1963

<p>CURRENT DEVELOPMENTS IN REFERENCE MATERIALS IN SCIENCE AND BUSINESS 405A CURRENT DEVELOPMENTS IN CATALOGING AND CLASSIFICATION 406 UNIVERSITY OF CALIFORNIA EXTENSION SAN FRANCISCO</p>   <p>1 PROJECTS 405 PARTICIPANTS</p>	<p>BASIC MACHINES COMPUTER SYSTEMS MACHINE SYSTEMS FOR LIBRARIANS IBM EDUCATION CENTER SAN FRANCISCO</p>  	<p>WORKSHOP FOR LIBRARY ASSISTANTS UNIVERSITY OF SAN FRANCISCO</p>  
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-The Chapter display in the lobby of the Convention hotel, Denver.

SPECIAL LIBRARIES ASSOCIATION
San Francisco Bay Region Chapter
BULLETIN, Volume 34; Number 1

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CIRCULATION MANAGER

Vacancy

This year the *BULLETIN* will be published
five times: September, November, January,
March, and May.

This is the SEPTEMBER 1963 issue.

SLA
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Chapter Award
1962

Presented to: *San Francisco Bay Region Chapter*
For: Its excellent implementation of the Award Theme for 1962: "Putting more
knowledge to work - continuing education for Chapter members."



Presented at the Annual Convention of
the SPECIAL LIBRARIES ASSOCIATION
at Denver, 1963.

Ethel S. Klahre

President, SPECIAL LIBRARIES ASSOCIATION

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Let us begin the 1963-64 Chapter year with enthusiasm. The final climax of last year came in a packed Hilton ballroom -- the receipt of the Wilson Award. If any member still wonders what his participation in Chapter activities can achieve, here is strong tangible assurance that careful planning and membership participation do result in national recognition. This is not only of obvious benefit to the Chapter, but to the contributing member who, through project participation, broadens his own grasp of professional problems and ideas.

No award and no success is final. Some members have already begun formulating and organizing ideas from which new programs, projects, publications, and members will materialize and be recorded as a part of our Chapter achievements. Ideas are realizations awaiting germination. Each of you is therefore urged to be heard, to be seen, to recruit, and to participate in a gleaning of ideas to advance, defend, alter, or invoke professionalism in today's special libraries. A single idea, if it is right and feasible, can spare us all the labor of an infinity of experience.

While changes are often necessary and can be vital in any profession, let us not be stampeded by popular demand into a philosophy of change per se. We cannot afford, in our intellectual pursuit of more dynamic and realistic solutions to our problems, to reject blindly those traditions which still have meaning and validity. Time is a flux; both new and old techniques are impermanent and must be tested, so let us ever practice that lonely and sometimes forgotten exercise of thought. Authoritative speakers would sometimes have us believe that the library profession is in moult. Let each of us analyze his own segment of that profession and perfect it as skillfully as possible. Ideas, elusive as they often are, are needed as earlier and outmoded ideas must be replaced. Help us this year to weave these threads of ideas into a banner of professionalism for the Chapter and for the Association.

But we must not only have ideas -- we must be able to put them into practice. The special library, while a professional business, is outstandingly a business. The logic and rituals of business management are superimposed on each of our libraries. Let us remember that business management is also a profession and as such can and must be assimilated by the special librarian. We must maintain and further library professionalism and the pragmatic needs of our libraries by true professionalism rather than by diminishing--however inadvertently--such professionalism through a provincial ignorance of management principles, techniques, and modus operandi. The ability to advance the spirit, ideals, and practice of professional librarianship increases with one's comprehension of the structure and logic of this superimposed business management. But this comprehension in itself is not enough: the principles and methods of contemporary business management must be expressed and practiced in the library.

The new Chapter year has stolen in as quietly as the fog. We hope that the heat of provocative programs, the open and frank evaluation of ideas, and the sharing of problems, will burn away the mist and leave basic verities worthy of your support.

Kenneth D. Carroll

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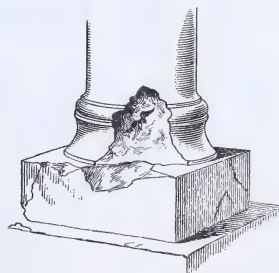
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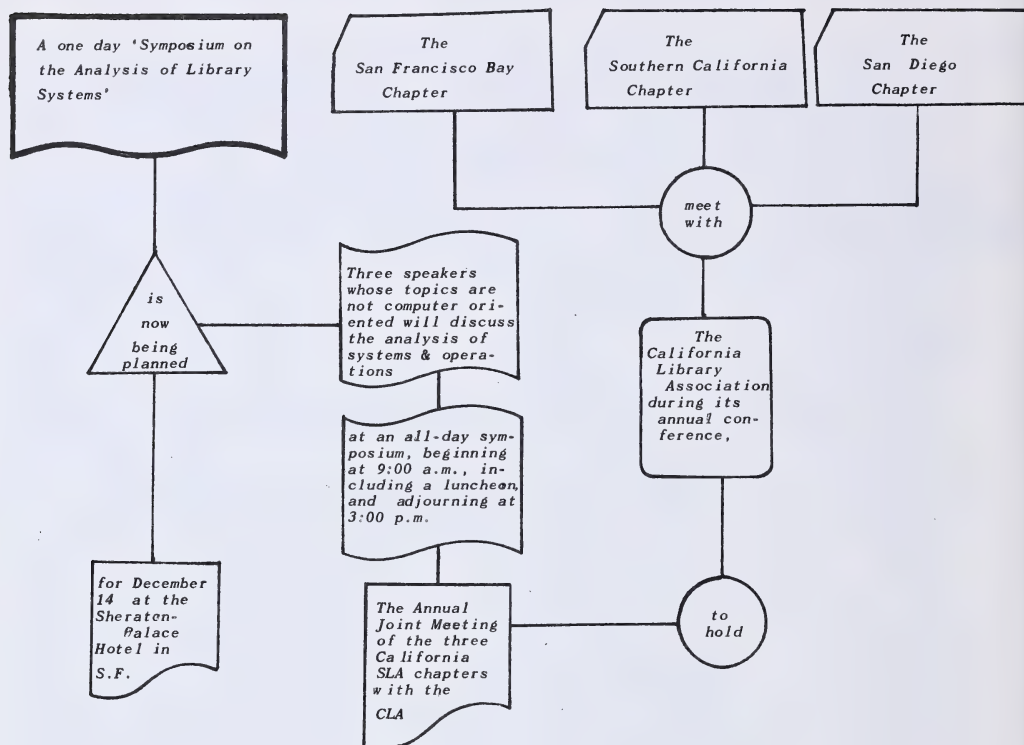
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They also serve, who sit and wait their day.



The 1963 Joint Meeting with CLA



One speaker will explore the methodology of analyzing library systems and operations applicable to all types and sizes of libraries. Another speaker is a systems analyst, and the third speaker will discuss the methodology of computing the cost of library functions. Their names will be announced at a later date. The papers presented will be pre-printed for distribution at the meeting. A specially compiled bibliography will be included.

Posters illustrating the use of flow-charts, graphs, bar charts, etc., are to be on display. Members who can furnish posters for this meeting are requested to communicate, giving type and size, to:

Mrs. Elizabeth Bodie
 Technical Library
 Sandia Corporation
 P.O. Box 969
 Livermore, California (94551)

Say Not the Struggle Naught Availeth!

Over 5500 librarians trekked between several hotels during a warm, humid July week in Chicago to consider "Library Service to Students," the theme of the 82d annual convention of ALA. At the opening session on Sunday, July 14, they heard Ralph Munn, Director of the Carnegie Library of Pittsburgh, trace the development of the association from its beginnings in Melvil Dewey's desk drawer in 1876 down to the present time. Munn's was the dedicatory speech for the new headquarters building. After the speech, color slides of the new building were shown.

On Monday evening, Carper Buckley, Superintendent of Documents, discussed the new depository law of 1962, and described some of the Government Printing Office's problems. The new law permits the distribution to depository libraries of documents not printed by the GPO, and many agencies find they cannot produce sufficient copies due to lack of funds. Since August, 1962, nearly 100 additional libraries have become depositories, and 22 regional depositories have been accepted. The latter should help to ease space problems in existing depositories, which now are permitted to discard unneeded materials after five years.

For two days during the middle of the week, ALA held a conference within a conference to examine trends of society, their effects on the nation's educational needs and the implications of these for students in libraries. The four objectives were:

- 1) To examine the national crisis in education,
- 2) To assess the role of libraries in meeting this crisis,
- 3) To explore issues and problems to be solved in fulfilling the library's role and
- 4) To make recommendations.

At the first plenary session of the conference, Mason Gross, President of Rutgers University, spoke on current trends as they relate to educational patterns and institutions. He said that the student population will double in the next 10 years, and the use of libraries as study halls will increase.

The second speaker, Rutherford D. Rogers, Deputy Library of the Library of Congress, commented on Gross's remarks. Libraries are inefficient and staffs, inadequate, he said, noting a current shortage of 100,000 librarians. He stated that LC's intake of materials is at the rate of 50 pieces a minute, of which one-fifth is retained.

The conference then broke up into five forums; these groups separated into study-discussion groups of about 20 persons. One forum, which I attended, was concerned with using technological advances in libraries. In a paper made available before the forum, Ralph Shaw had made these points:

- 1) It is a mistake to underestimate the value of methods we now use,
- 2) The newer mechanized systems have not made a contribution to information retrieval and should not be overvalued and
- 3) Since the computer is just another tool for doing a job, we must make sure it performs its task economically.

Shaw emphasized that investigations of mechanization for one library are expensive and cited a lack of systems analysis. We need, he said, a handbook of data processing, one that will present techniques and describe how they may be used.

Robert M. Hayes of Advanced Information Systems, Inc., Los Angeles, made several comments on the Shaw paper. He mentioned the lack of communication between librarians and scientists, citing the need for a vehicle for such communication. Some mechanization experiments have been reported too favorably, Hayes said. Finally, the Shaw paper was restricted to computers, ignoring technological gains in printing and copying, which are valuable if we can make economic use of them.

After over a day of meetings, the study-discussion groups reconvened to hear Lowell Martin, Vice-President of Grolier Society, summarize their findings.

- 1) Libraries must endeavor to find out what is needed and what already is available.
- 2) More communication is needed between librarians and school administrators.
- 3) Definitions are needed to define the functions of the various types of libraries found in our cities.
- 4) Cooperative joint action among the various types of libraries is needed.
- 5) All libraries should be brought up to minimum financial standards.
- 6) Recruitment of librarians should be intensified, and each state should have a full-time recruiter.
- 7) Library personnel must be used more effectively.
- 8) Mechanical and technical advances should be applied more fully.
- 9) Interlibrary loan procedures should be reviewed.
- 10) Government documents ought to be better indexed.
- 11) Some groups expressed concern over the problem on multi-library campuses of certain classes of students' using library facilities intended for other groups.

First steps that should be taken include appointment by ALA of a committee of librarians and school administrators to review the need for student reading materials and to report its findings. A temporary joint committee should be appointed to prepare basic guidelines for reading materials. State library associations should develop a plan for coordinated subject resources.

The final speaker at the last plenary session, Samuel B. Gould, President of Educational Broadcasting Corp. and formerly Chancellor of the University of California at Santa Barbara, discussed the future of public education in the U.S., its demands and challenges. He pointed to the increasing number of students and asked the questions of how they might receive individual education, and how much we are willing to spend for quality. He emphasized the fact that adults today keep youth adolescent too long by underestimating its abilities, then encourage it to settle for the commonplace an undistinguished in books, art and music.

Whether the conference within a conference was a success is hard to judge. Some librarians felt their particular group did accomplish something, but others did not. The actions that result from the discussions will provide the answer.

I left the convention feeling that our American educational system is geared largely to a materialistic society, that we definitely need to drive off the freeway of life and at intervals take a good look at our human values. We must provide this opportunity for contemplation to the college youth. If we continue to direct, or even force, everyone toward the same tastes, desires and goals, we will be a spineless society.

It was disappointing to find that ALA has not made much progress toward ending the shortage of qualified librarians. Many, like myself, were hopefully

Firms Tackle Language Curbs

By Harry C. Kenney

Staff Correspondent of The Christian Science Monitor

New York

The global spread of business in the postwar period has caught many American concerns lacking in the best way to communicate with their overseas brethren—which is in their own language.

American personnel sent abroad to conduct business have run sharply into language difficulties and often barriers to a retarding extent.

The net result has been that many companies and corporations have been rushing their personnel off to Berlitz Schools of Languages for quick and practical instruction in any language.

Take Aluminum Company of America for instance. H. P. McKnight, manager of education and training, said that in expanding the company's international operations, it became necessary to assign sales and operating personnel to overseas locations.

Employees Scattered

The largest group, he said, consisting of approximately 30 men and their families, moved to Lausanne, Switzerland, early last summer.

Other groups were assigned to Japan, Venezuela, Mexico, and Surinam.

All of these people required foreign language instruction, and most of them had only limited language training in college.

The company reasons for choosing the Berlitz school, Mr. McKnight said, were obvious ones:

1. Its excellent reputation for high-quality instruction.
2. Its many convenient locations which enabled company personnel to take lessons close to their homes or offices.
3. The flexibility of scheduling lessons to fit in with their travel plans and other commitments.

Speed Essential

Dr. Frank J. McCabe, director of personnel, planning, and development of International Telephone & Telegraph Corporation, said that because of the far-flung nature of his company's operations there was a vast need for knowledge of many languages.

In many cases, Mr. McCabe said the languages must be taught quickly.

IT&T chose Berlitz to do the job. Company top executives often had to learn several languages at various times depending upon assignments.

IT&T also has many foreign employees, and this group has been learning English. Mr. McCabe declared that in the company overall operations—in Europe and South America—it was found that in the top level and second level of executives, English is spoken quite well.

French Leads List

J. B. Teagle, training coordinator of Socony Mobil Oil Company, Inc., said that the most requested language in his firm's operations is French.



By Fabian Bachrach

Robert Strumpen-Darrie Languages for business

Spanish is next, with Portuguese, Turkish, Italian, Danish, Swedish, and Greek following.

As with IT&T, foreign employees of Socony Mobil are constantly studying English.

Where husbands are in training, their wives are included, and it proving to be a general experience that wives do better in languages than the husbands.

Victor N. D'Avanzo, in the international management division of the Chase Manhattan Bank, says that the worldwide operations of the bank call for training in mostly Spanish and French, although there are numerous overseas trainees in Portuguese, Italian, and Japanese. Language training by the bank through Berlitz also includes wives.

BUSINESS FINANCE

Students Compared

José Vives, director of Berlitz School at 179 Broadway in New York, said that Americans are not quite as adept at learning languages as Europeans.

Some of the possible reasons include the fact that most Americans have seen no reason to learn another language. Until recent times Americans have not traveled abroad en masse.

Mr. Vives says that perhaps one obstacle to learning of a language is the attitude that the French, or German, or Spanish taught in high school makes fluent speakers of a language.

High school language training, he says, is not a hindrance, but it is not as much help as people expect it to be, therefore there is disappointment concerning it.

Goal Explained

Europeans, continues Mr. Vives, being surrounded by other nations so closely, have to learn another language if they so much as step out of their back yard. Also, European background and upbringing has made a second language almost essential.

For instance, the importance given languages in West Germany alone is illustrated by the fact that it has 94 Berlitz schools, while there are only 34 in all of North America.

Robert Strumpen - Darrie, president of Berlitz, said that the overall goal of Berlitz, now in its 85th year, is to impart communicating skills in modern languages.

"Until recently," he said, "languages have been taught in most of our high schools and colleges in such a manner that regardless of how energetically a student applied himself, the best he could hope for was a reading command, a familiarity with the grammatical structure, and a more or less intimate acquaintance with literature."

What the dominant educators lost sight of, he said, is this: that language is a means of communication—primarily but not exclusively oral communication—man to man or man to group.

Speaking Comes First

"Since the beginning," Mr. Strumpen-Darrie said, "Berlitz has based its entire approach to the language teaching problem on this simple, very obvious premise. A language student must first and foremost learn to speak—to communicate—before he tackles any of the other very worthy aspects of the subject."

"The second basic fact upon which Berlitz relies is that since most normal individuals learn to communicate in one language we at Berlitz therefore assume that he can learn another."

"And what is more logical," asks Mr. Strumpen-Darrie, "than to teach it to him, using the same general procedures he passed through to acquire his first language? Notice I used the word 'acquire' because it better describes the process of learning the first language. It comes without conscious effort. Hence, Berlitz merely helps the student to do what comes naturally. No miracles!"

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visiting the placement area at regular intervals, even hourly on some days. This year for the first time, ALA used the services of the U.S. Employment Service. Employer openings and applicant records both were filed on standard forms. After obtaining an appointment, I was given access to the proper files, and a personal interview was scheduled. I liked the plan in that I was able to interview more applicants than formerly. Some librarians, however, said they missed browsing through the vast array of notices that were a feature of the old, less organized system. It is discouraging as well as disturbing to realize how serious is the shortage of personnel. A definite recruitment plan is a must.

The university and the public library have done surprisingly little in the field of mechanization. There is definite interest, but it is a big undertaking for even a large university or public library to convert its records. Cautious consideration is necessary. The special library is in a much better position to convert, and therefore has done much more. In this instance, the large unit is watching the innovations of the smaller.

ALA has been able to procure special grants and funds enabling the association to undertake many projects that cannot be financed by dues alone. SLA, though smaller, needs to augment its funds in similar ways to be ready to attack problems in the special library field.

By Glenn Maynard, as told to Mike Doerr, Asst. editor

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It has been a season of alarms! At the conventions hotel lobbies are filled with gossip—about new machines, new classification theories, new, threatening persons called "documentalists" or information managers, but seldom "librarians". Groups flock, chalky-faced, to neat, fluorescent cubicles at IBM centers to watch squat electric equipment shoot forth printed bibliographies at horrifying speeds. "Will I be replaced by a machine?" has become a standard gag, and not merely a librarians' trauma. (The answer to this question is very simple, however—if you can be replaced by a machine, what you are doing must be sub-human. Possibly most jobs are.)

Our own convention had as theme: "Start learning again." This implies that what we went through to get into the fraternity is now a wilting camelia. Next year our theme will be: "The Librarian as a Creative Catalyst!" A chemical librarian in Denver pointed out that SLA must not know what a catalyst is. Catalysts create nothing. They are merely lubrication. But this noble aspiration evidences a sentimental insecurity in the profession, a touching wish to be something less clumsy than a file cabinet and more meaningful than a call-number. I am now at work on a spectacle entitled: "The Technicolor Librarian at the Multi-hued Spectrum of Learning and Cerebral Excitement." This will be shown at SLA meetings after crushed clumps of people stagger back, numb, from the machine demonstrations. Young girls, attractively clad, will distribute Gaylord first-aid kits and take orders for refreshments.

In Chicago the AIA conference froze everything for three days (to the distress of the exhibitors, who largely foot the bill at these things) and rushed out in little groups of twenty to discuss service to youth and educational problems in the face of new demands. It is like conventions of hand typesetters or tanners meeting to examine their future vis-a-vis the linotype or the emerging plastics industry. And we have in the summer issue of College and Research Libraries the formidable article of Mr. Daniel Bergen—"The Anthropocentric Needs of Academic Librarianship"—a piece created entirely of whole footnotes. We are made aware of yet another challenge, one whose simple sounds have been lost in the rattle and clank of the mechanical equipment being moved in to replace the catalogers. Amidst our debilities we must realize that Youth itself is alienated from the (rather crummy) society of adults. (Rejection of the larger society shows a lot of perception by Youth, it seems to me.) But we must understand this alienation and ken Youth's psychic need for a "mystic healer" and Youth's need for someone to "...help you become what you are..." (See footnote 23). Most of us need this sort of thing ourselves, and once it could be urged to fruition through a love of books and literature. But one way we can help Youth is to push for anthropo-, even paideiopocentric (Mr. Bergen on his spindle top gusher of jargon missed the latter word) library buildings, in which our Youth will not be intimidated by the crenelated towers of scholarship, learning, deanery and pettifogging Rationalisms!

These are heavy burthens to heap upon a profession the greatest distinction of too many of whose members is that they started out in some other major first. But there is hope. We have in our ranks some really first rate persons by the lights of our age, e.g. aggressive, brilliant, ambitious, upward-mobile, peace-loving and power-oriented. All that Bergen says (and he didn't say the just-preceding) is true. The pity is, that it need be said, and with 79 footnotes. Mr. Powell, in his keynote address to the SLA convention in San Francisco, said all this without any

footnotes at all, received a standing-ovation and retired to put on a fresh shirt. The way to Youth is not through footnotes.

Most librarians, we also learn from Mr. Bergen's footnotes, are conservative, conformist, weak in qualities of ascendance, motivation, drive, and burdened with a feeling of inferiority (See footnote 26). My own observation is that devoted librarians are loyal, hardworking, thorough, eager to help, to guide, and to assume unrewarding responsibilities. These values are almost liabilities in the big-time world. After all, who respects servants anymore? Which in the corporate power-structure or institutional bureaucracy is what librarians are: they do not form executive policy; they do not apportion the budget; they do not direct fiscal matters; they do not bring in profits in direct, spectacular ways; and they seldom control a power-structure which even mid-level people have to reckon with ever. Librarians exist in institutions and corporations to be used--for the purposes of their employers.

The fact that librarians exist to be used rather than to direct, augement or create (in the corporate sense) ensures their great demand in our time, but also is the nexus of the status problem for librarians. Information itself exists nowadays primarily to be used! There has been an enormous erosion of what used to be called knowledge, with a corresponding accretion of what is called information. And it is information, not wisdom, which is in demand on all sides. Information is secular, not sacerdotal; it is quantitative rather than essive; and it is applied rather than admired. The sounds of crisis are those of an information crisis. But the history of librarianship stems from the world of essive knowledge; the philosophic font of the traditional classification theory is a priori-based, and there was not long ago a great deal of status to be had simply by being associated with books--not much money, but (in France) policemen tipped their hats to you.

In societies that are still viable, crises produce those able to cope with them. And the information crisis is producing those willing and able to cope with information, in its many new forms and structure. It is not really strange that many of these people are not librarians; in fact, that so many are librarians is a really hopeful sign. Still, much of the new techniques and classification theories have come from an invasion of "librarianship" by outsiders, in the form of engineers, chemists, statisticians and other users of technical information. These people are the users of the information and they have the biggest stake in meeting what is almost a personal crisis for them as professionals.

Special librarians have been thrown into a closer familiarity with documentalists, information scientists and technical literature searchers than their academic and public library bretheren. Yet the sometimes pathetic bafflement seen in the faces of many at the Denver convention's elementary automation demonstrations confirms a tremendous gap between the informed and uninformed in SLA's membership. Worse than ignorance is rejection, and you will hear many a competent-enough special librarian snort "Bosh!" and return to the comforts of subject headings, pamphlet boxes and divisional teas. The early gas-buggies were no competition for the horse, either--for a while. But if in the next few years, the young people who do elect library school choose more and more the "information scientist" type of curriculum, will you, dear heart, cavil at calling them librarians? The greatest threat to librarianship are librarians who refuse to enlarge their definition of the word "librarian"--and there are many right now who hesitate. The less they know what "those others" are doing "with their machines" the more they resist knowing. Let us not refuse to call the new building a school because we cannot smell varnish anymore.

--Oriflamme Tecumseh Cuttysark, Chapter Sommelier

Meanwhile, back at the Library School

In May 1963 the Chapter's Education Committee held an invitational forum to review the status programs for the continuing education of librarians and library assistants, and to discuss provision of a coordinated program for the future. In addition to the Education Committee, there were present the past, present and incoming Chapter presidents; the coordinators of the Spring 1963 Continuation course; the Chapter representative on the SIA Board; Mrs. Elspeth Smith from the University of California Extension; Mrs. Carma Leigh, California State Librarian; Charles Bourne, ADI officer and lecturer in documentation at the University of California School of Librarianship; and Dean Raynard Swank, of that school.

Education programs given or planned by other institutions and associations were reviewed. These included the Medical Libraries Association; American Association of Law Libraries; California Library Association; American Library Association; the American Documentation Institute; the Special Libraries Association; and workshops sponsored by the California State Library.

Dean Swank said: "The U.C. School of Librarianship has two specific courses for special librarianship--Literature and Bibliography of Science, and Introduction to Documentation. Attention is also given to special librarianship within other courses. In 1964 it is planned to give the "core" courses in the Spring as well as Fall, so students can enter the School at that time. Weekend and late-afternoon courses will be scheduled to accomodate the working librarian." He added that special elective courses in the School are possible, and that SIA should recommend the contents.

Mrs. Smith stated that the Extension Division has in the past been beseiged by persons wanting library courses. The courses sponsored by SIA the past two Springs have demonstrated the need for some kind of Extension program. However, Extension cannot give credit toward a graduate degree, though it can offer credit toward special certificates. At the same time, the School of Librarianship cannot give off-campus courses because the University Administration is apprehensive that such courses may be inferior due to staffing problems and the lack of full library facilities.

The conclusions and recommendations of this informal group may be summarized as follows:

Priority should be given to the School of Librarianship to select a small, responsible working committee representing the School, University Extension, the professional associations to assist in definition of what should be done through the regular professional degree program, through the Extension, and through the professional organizations themselves.

Any resulting new program in the School of Librarianship should be widely advertized.

There should be more communication between the several library associations so that programs of general interest could be attended by those outside of the immediate group.

--Margaret D. Uridge

A Wise Man knows where his Camel is

The letter reproduced below is self-explanatory. The letter of April 9, to which reference is made was the covering letter which went out to concerned associations with the first mailing of the WEINBERG REPORT.

Dr. Jerome B. Wiesner
Office of Science and Technology
Executive Office of the President
White House
Washington, D.C.

June 25, 1963

Dear Dr. Wiesner:

Reference is made to your letter of April 9, 1963, to the Presidents of our respective Associations, regarding the recommendations included in the President's Science Advisory Committee Report for improving the handling of technical information.

You will be interested to learn that our Associations have taken first steps to establish a Joint Operating Group to intensify and accelerate their programs relating to the urgent matters covered in the Report, and to initiate such other efforts as seem appropriate. We feel that the urgency of the problems discussed in the report calls for positive steps to be taken. Through this joint action we intend to identify our competence and bring to bear our talents in information handling for the benefit of the technical community.

We are indebted to your Committee for the catalytic effect this Report has had in stimulating cooperation between our organizations and we trust that other related professional groups will be inspired to take positive cooperative steps with us.

We trust you will keep us informed on matters of mutual interest and will feel free to call upon us when and where we may be of assistance.

Sincerely

Robert M. Hays
President
American Documentation Institute
1728 N Street, Northwest
Washington 36, D.C.

(Mrs.) Mildred H. Brode
President
Special Libraries Association
31 East 10th street
New York 3, New York

THE PROSPECT BEFORE US--

By mid-August not all programs had been finally determined, but the listing possible here will give the membership a good idea of this year's shape and form.

September

On Wednesday, the 18th: MILITARY LIBRARIANS--RESPONSIBILITIES AND SERVICES

At the Letterman Club, Presidio, San Francisco. No-host Tea-time (with bit-ters) 6:00 - 6:30; Dinner 6:30 - 7:30; then the Program.

Speakers: Wendell Coon, Librarian, U.S. Army, Presidio, and staff members. Post Libraries--Aspects of their programs. Mary Elsie Caruso, Medical Librarian, U.S. Army, Letterman General Hospital, Presidio, San Francisco. Library Requirements of Medical Staff and Internes. George Luckett, Librarian, U.S. Naval Postgraduate School, Monterey. CDC 1604 (Control Data Corporation) Information & Storage Retrieval Program. Mrs. Edna R. Bowman, Librarian, U.S. Naval Radiological Defense Laboratory, San Francisco. Services of the Navy Radiological Library.

October

Date to be settled: either 22 or 23 (Tuesday or Wednesday).

Role of Department of Defense in Information Services: How funds are apportioned; Future plans. Speaker: Walter N. Carlson, Director of Technical Information, Office of Director of Defense, Research and Engineering, Pentagon, Washington, D.C.

November

A program sponsored by the Education Committee.

Dr. Raynard Swank, Director of the School of Librarianship, University of California, Berkeley. Dr. Swank will discuss the future plans and curriculum of the library school.

December

The annual joint meeting of the three California chapters of SLA with the CLA at the annual convention of the State library organization, this year in San Francisco. See special sheet on this meeting in this issue of the Bulletin.

January

This is a bit uncertain, as of mid August. A tea is planned for library school students, with Thelma Hoffman as speaker.

February

A joint-meeting with the American Documentation Institute

March

Visit to either Varian or Dow Chemical libraries. Both will have new plants to show.

April

THE WEINBERG REPORT (Science, government, and technical information: The responsibilities of the technical community and the government in the transfer of information. Speaker: Dr. Alvin M. Weinberg, Director, Oak Ridge National Labora-

tory, and Chairman, President's Science Advisory Committee

News & Notes

May

A visit to a winery; a bucolic penetration of the oenological and viticultural region of Northern California, at the height of Spring, in all its green and golden glory, in which sylvan arboreal splendour, somehow, the annual business meeting shall expire, followed by a Speaker: Mr. Jack Goldman, Technical Information Center, Lockheed Missiles & Space Co., Sunnyvale, who will deliver himself of colorful account entitled: A literary Argonaut's Quest for the Golden Fleece in the California Space Age. (!!!) Wine advisors will be present to guide Chapter members through the cheese and crackers period.

June

We hope a few dozen Chapter members can meet with some of us in Gas Light Square during the Association's convention in St. Louis.

The Stauffer Chemical Company's Biological Research Center in Mountain view has taken out a Sustaining membership in Special Libraries Association. The representative of this sustaining member is, of course, Mrs. Elizabeth W. Smith, Librarian.

The Pacific Northwest Chapter is the new name of the Puget Sound Chapter of SIA. The Board of Directors approved the new name at its meeting in Denver, June 14, 1963. The new title more accurately reflects the geographical distribution of the Chapter's membership.

This year, the H.W. Wilson Co.'s contest theme will be "The SIA Chapter as a Member of the Business and Professional Community." Anyone want to try to win the scroll, not to mention the hundred bucks, twice in a row?

Both the New York and the Southern California Chapters have publications on sale you might suddenly find you need. The New Yorkers have brought out the 10th edition of the SPECIAL LIBRARIES DIRECTORY OF GREATER NEW YORK. This sells for \$12.50 and contains 1,053 special libraries and collections, 250 listed for the first time. The usual information is given for each one. A new feature this time is a single-alphabet index of all libraries, personnel, subjects and special collections. Write Miss Beulah Kramer, Metropolitan Life Insurance Co. Library, One Madison ave., N.Y. 10. The Los Angeles group's UNION LIST OF PERIODICALS IN LIBRARIES OF SOUTHERN CALIFORNIA lists 113 libraries, with over 16,000 entries. Computer produced, get it for \$20.00 from Central Magazine Co., Box 683, Riverside, California

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(Welcome back!!)

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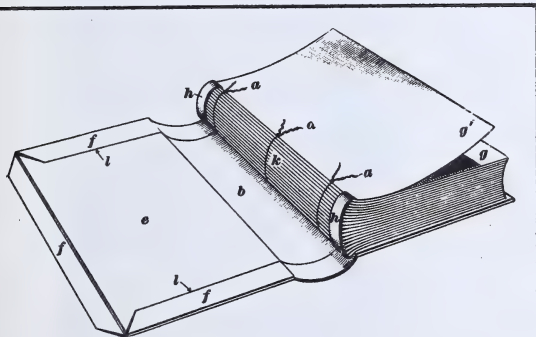
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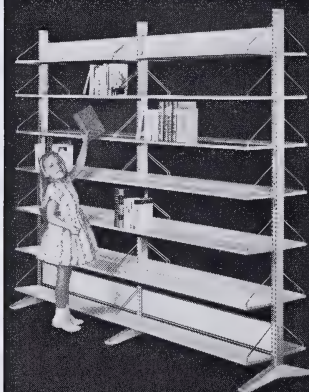
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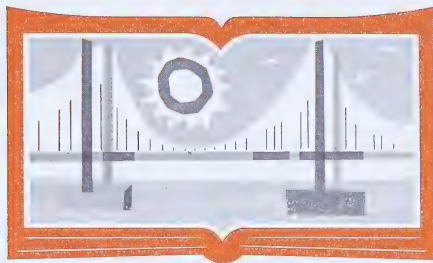


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SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER BULLETIN

DoD INFORMATION CHIEF: LIBRARIANS WANT THE MOON

"They want the moon," said Walter M. Carlson of librarians in an interview following his October 17 address at Lockheed's Palo Alto facility.

Carlson was not referring to any desire that librarians might have to obtain a toehold on the moon before the Department of Defense or NASA gets there; he was replying to a question about working and salary conditions for librarians employed by the government.

The question was inspired by Mr. Carlson's statement in his address that civil service standards now in preparation seem likely to fall short of librarians' desires. He said that the Department of Defense has taken no position on the standards. He added, however, that the only comment that the "Secretary of Defense for Public Affairs has cleared" is the one he made in his speech.

Mr. Carlson, Director of Technical Information, Department of Defense, is speaking on "The DoD Technical Information Program" noted the elements of the DoD information program:

- 1) The scientific and technical information program serving research and development activities of the Department.
- 2) The technical data and logistics information program
- 3) The technical intelligence program



Walter M. Carlson

- 4) The command and control programs
- 5) The public affairs program.

One of the problems, Carlson stated, is identifying all the libraries and information centers directly or largely supported by DoD. His office is now preparing an inventory of the scientific and technical information activities of the Department

A second task is determining how scientists and engineers use technical information. His office plans a user study of the technically trained staffs of both the DoD and a defense contractor.

Carlso has come to some provocative conclusions regarding technical information programs:

(continued on page 10)

SPECIAL LIBRARIES ASSOCIATION
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This year the *BULLETIN* will be published
five times: September, November, January,
March, and May.

This is the November 1963 issue.



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Presented at the Annual Convention of
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The Weinberg Report

From: New York Chapter News
October 1963

by George Aguirre, Librarian
Esso Standard - Eastern, Inc.

Here it is, fellow librarians, the first White Paper on information from our Government. The formal title of the report is *Science, Government, and Information: The Responsibilities of the Technical Community and the Government in the Transfer of Information*, by the U.S. President's Science Advisory Committee, published on January 10, 1963 by the Government Printing Office at the nominal cost of 25¢ for 52 pages.

The Report consists of a Summary and Major Recommendations, and four parts which are: Part 1, The Nature of the Information Problem; Part 2, Attributes and Problems of the Information Transfer Chain and of Information Systems; Part 3, Suggestions: The Technical Community; and Part 4, Suggestions: The Government Agencies.

The recommendations are divided into recommendations to the technical community and to the Government agencies. It is recommended to the technical community that it recognize that handling information is a worthy and integral part of science, that each author must accept more responsibility for the subsequent retrieval of what he publishes, that the techniques of handling information must be widely taught, that new "switching methods" must be explored, that specialized information

centers must be created along with the central depositories, that mechanized information processing must further be explored, that software, such as the citation index, must be developed, and lastly, that uniformity and compatibility of information systems is most desirable.

Government agencies are recommended to fully accept the responsibility for information activities with a highly placed focal point of responsibility for information activities, that the entire network of Government information systems be kept under watch by the Federal Council for Science and Technology, that various Government and non-Government systems be articulated by means of information clearinghouses such as the Current Efforts Clearinghouse, a Report Announcement and Distribution center, and a Retrospective Search and Referral Service. Further recommended is that each agency maintain its internal system in effective working order, and that the President's Science Advisory Committee continue to give attention to the problems of scientific information.

As you can see from the above brief description, there is a great deal of important thought given to the entire problem of information in this Report, and the Report is well presented. After

each recommendation, the appropriate discussion in the body of the report is referred to by page, so that you can read the recommendation, the brief description that follows it, and then refer to the pages where a full discussion is given of that recommendation.

Two excellent articles have appeared in Special Libraries which should be read along with the Report.

Mr. Eugene Jackson reviewed the Report in Special Libraries issue of May-June 1963 on page 305, and a report of the discussion held at the SLA Advisory Council Meeting in Denver is in Special Libraries of July-August 1963 on pages 325-332.

Mr. William S. Buddington of the John Crear Library made one point at the Denver meeting that I think is important enough to repeat here, and I quote it exactly as it appeared in the article "Special Librarians and the Weinberg Report," Special Libraries, July-August 1963, page 326. "The implications of the Report go far beyond its concern with science. It can be read omitting the words 'science' and 'technology' and lose no force whatsoever. The basic problems and possible remedies may be less pressing but are not unknown or incompatible in the social sciences nor possibly in the humanities. We exhibit unwanted provincialism if we consider this problem as strictly for the birdmen."

This is a report for every librarian, documentalst, literature scientist, or whatever he may be called. The discussions that will be coming up will be for all practicing information people, and the implementation of the solutions to the problems of information in all aspects will be up to each individual information person whatever his title and role in the information process.

So here we are, with the first Government White Paper on the problem we have all been talking, reading, and trying to do something about. It can become a very effective tool.

Let's talk about it, get to understand it, and use it.

HEAR

ALVIN M. WEINBERG
AT
DWINELLE HALL

UNIVERSITY OF CALIFORNIA

JANUARY 15

8:00 p.m.

SLA AT THE FAIR

Special Libraries Association and the American Documentation Institute are cooperating with the American Library Association in planning an American Reference Center for the U.S. Pavilion at the 1964-65 New York World's Fair. The Center will be a functioning library staffed with professional librarians who will provide references and information on the theme: "Challenge to Greatness: America--Its Land, History, People, and Horizons."

Although half of the Center's space will be devoted to children's library services, automated information storage and retrieval equipment will be installed in addition to conventional published books, journals, bibliographies, and other reference materials. A UNIVAC will be used to retrieve reading lists on approximately 100 subjects, an Eastman Kodak Lodestar Reader-Printer, and an American Telephone and Telegraph Company telephone arrangement permitting the user to dial prerecorded book reviews will be installed.

About 300 librarians from the U.S. will be recruited to staff the Reference Center for one-month periods during the two six-month periods in 1964 and 1965 when the fair will be open. They will attend a 2-week preparatory seminar in advance library techniques, including information storage and retrieval. The deans of the Columbia Rutgers and Pratt library schools will be advisers for the seminar curriculum. IBM will provide classroom space in its New York offices.

It is estimated that a \$1,000 scholarship will cover travel, training and living expenses for a participating librarian, and contributions are being solicited. SLA will provide one scholarship; industry and the New York Chapter so far have pledged \$14,850. Companies may also support the Reference Center by paying the living and training expenses of their own librarians who qualify as staff members.

The Director of the American Reference Center is Gordon P. Martin, former Assistant Librarian, U. C. Riverside. SLA is represented on the Advisory Committee by Elizabeth Ferguson, Librarian, Institute of Life Insurance.

Librarians wishing to apply for the 1964 period may request application forms from:

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Recruit New Members for SLA

"For many years the library profession, like other professions, has regarded itself as a world apart, and has not fully applied the techniques that were being used in industry....it has been difficult to convince some persons that many of the things which have proved themselves in business and industry can be very helpful." Although these observations of Kathleen Stebbins appeared in 1958, the statement could too frequently summarize today the opinion expressed by management authority when speaking of librarians. Those of you who heard Mr. Carlson at our October meeting could readily see that the federal government's estimation of the librarian's capabilities and status is still far from flattering, even though information organization, management and transfer is an integral part of research. Each of us should, and in particular any members smarting from the October exposure to the DoD opinions and activities, take a cold look to determine what positive action can be taken individually to eradicate this concept that the librarian is the weak link in management.

On December 14 the Chapter will host an all-day symposium wherein the topic of the day "ANALYSIS OF LIBRARY SYSTEMS" will be discussed by an independent management consultant, a corporation analyst, and an expert in computer hardware, software and information systems. Each of these men have, for top-level management, examined library systems. Techniques being applied to today's special libraries are radical departures from yesterday's intuitive processes. You owe it to yourself and your parent organization to attend this symposium and become familiar with new operations. How often have you heard the library justified on the basis that "it keeps users informed of the latest developments"? December 14 is the day to practice your preaching through active participation and examination of new management techniques.

Members who attended the SLA Convention in Denver, or the ADI in Chicago, can probably still hear echoes of an omnipresent phrase - The Weinberg Report -and recall the lively discussions which ensued at the mention of the report. Our Chapter is indeed fortunate in obtaining as our January speaker Alvin M. Weinberg, Director, Oak Ridge National Laboratory, and Chairman of the Panel on Science Information for the President's Science Advisory Committee. A review of the report and some ensuing articles has been reproduced in this issue from the October copy of the New York Chapter News. (n.b. Having to type the Bulletin this issue, your pres can only thank New York and Mr. Aguirre for the timeliness of their good review.)

Mr. Weinberg's discussion of the Committee's now famous report is an event which should be attended not only by every librarian and his management, but, as the President recommended for the report, "by scientists and engineers engaged in research and development and by those administering the large Government research and development programs."

"The SLA Chapter as a member of business and professional community" is the theme of the H. W. Wilson Company Chapter Award this year. Our chapter, through an active program of continuing education that is still quite dynamic, was last year honored by the Award. You have always been a part of this business and professional community; however we urge you to be an even more active, informed member of the community through participation in Chapter programs and projects. Change is inevitable. Give it enough impetus and direction and the San Francisco Bay Region Chapter will be recognized as a group of librarians constantly expanding and developing new capabilities and techniques.

--- Kenneth D. Carroll



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When Is a Librarian a Librarian?

More than 650 persons were in Chicago, October 6-11, for the 1963 meeting of that "other" library organization, the American Documentation Institute. Twelve of the attendees were from the San Francisco Bay Region, but only eight of this number appear to be "librarians", in the traditional sense. The ratio may have run even higher toward "non-librarians" for the overall meeting. Yet "they" are operating what "we" would call libraries, and many of "us" would not be able to handle those libraries without very considerable library and subject retraining--despite the fact that our credentials say we are fully trained professional librarians, graduated from accredited library schools of post-graduate level. You may find this interesting, challenging, alarming or chilling, depending on the real nature of your involvement with your profession.

These introductory remarks are less Kaltenbornesque in intent (... "it's baaa-aa-aaaad news tonight!!! ...") than designed to stress again a fact which has not escaped the attention of many another librarian: the informing handling art is at a period of mitosis, if not even meiosis. It is increasingly manifest that there is going to be both "librarianship as we knew it" and a fraternal discipline rather more technical, and requiring firmer subject knowledge even to serve an apprenticeship in--whose name even is not yet settled, be it "documentation", "information science" or what.

The distinctions between these two arts is not black-and-white, mechanized-versus-manual, nor is any body of fundamental knowledge exclusively the purview of either discipline. And yet it is not hard to tell one library from the other: if you operate with a Thesaurus or with descriptors, rather than with a list of subject headings, odds are your shop will classify with the emerging rather than the traditional group.

But the people at the Chicago meetings do not represent a monolithic interest. Burton Adkinson scotched that idea bluntly in his opening address, admonishing ADI to abandon the shotgun approach for that of the field rifle, since ADI cannot go on trying to be "all things to all documentalists". This may surprise SIA members who imagined that a unanimity of interest drew persons to the documentalists' lair. Adkinson reminded his audience of other specialists groups with concerns in documentation, e.g. American Association for Computing Machinery, the National Microfilm Association, etc. It is crucial to avoid thinking in either/or terms--librarianship, and now documentation, are only two parameters on the whole plenum of information handling.

The structure of the ADI program afforded a concentration of experiences to a degree I have never been subject to ever at a library association meeting. Two hefty volumes of pre-prints were furnished to those attending. They totalled 382 pages. Produced in hot-type by computer it was possible to provide the set almost as soon as textual composition had been concluded with 1) a computer produced table of contents; 2) a computer produced KWIC index to the short papers; 3) a computer produced author index; 4) citation index; 5) bibliography; 6) KWIC index to references cited in the short papers; and 7) an author index to the references cited in the short papers. These short papers formed the substrat for the twelve theme sessions, each headed with a panel and a reviewer, and each thrown open for audience participation. Finally, author forums were held in the evening, so that one might go at it hammer-and-tongs with the authors themselves. The effect was impressive, if not sometimes exhaustive, and as the drinks were very small and very expensive in the hotel, this deprivation was at times trying.

Contents of the 150+ papers ranged from trivial-cum-mysterious to many very provocative and challenging contributions. It is also true, as many scoffing traditionalists have pointed out, that sometimes documentalists are merely rediscovering what librarians have known for over sixty years. Thus at one author session I suddenly realized that this learned doctor was revealing, in an erudite and quasi-mathematical presentation (with graphs and diagrams), a phenomenon of relatedness between subjects which I was taught to call see and see also references! And yet this did not make the presentation an absurdity, for the author was examining problems in subject control of a literature which do not bother macro-information, but which begin to operate with increasing severity in micro-documentation. It is, by analogy, somewhat like the degree of out-of-focusness which can be tolerated in a hand-held reading class as compared to an oil-immersion microscope.

Still, there is a temptation to write a paper for such gatherings as this with the title: Linear arrangement of inter-filed document memoranda co-ordinated by set isolating-specific verbal tags. Perceptive librarians in such an audience will shortly discover that this is reporting a startling discovery known to them as the alphabetic subject catalog.

Of what value is the ADI annual meeting to a librarian with one hand still in the card catalog and the other wrapped in computer print-out sheets? Well, for one thing, you tend to get wall-eyed during the year. The ADI sessions were an excellent corrective for this condition. In the course of all the various sessions, panels, seminars, etc., the complete gamut of information problems was run. Some fields really have no crisis at all, and others are convulsing all over the place. It is good to get a perspective as to where your library's problems are on the spectrum. Half-jokingly I asked a chemist who sat next to me at the Weinberg luncheon if he had an information crisis on his hands. "Oh, Jesus," he mumbled in his crackers, "a hell of a one!" He runs a technical information center for a chemical products firm. He is not a trained librarian. From what I could gather of his problems, he doesn't need to be one. But what he does is a kind of librarianship, and it isn't taught in the schools, at least out here, yet.

This ADI meeting was designed with a very broad view of the field, despite that many papers themselves were concerned with very narrow segments of it. In the spirit, and to the letter, of the Weinberg report, the meeting began its deliberations with the author of information, which is customarily the point where information commences its documentary life. The author must make some adjustments to the requirements of automation in literature, and the author must assume some responsibility for subsequent dissemination of his communication—by giving titles with meaningful key words, by provision of terse, cogent abstracts, etc. Such a concern is far removed from the traditional librarianship attitude. Library Science has been entirely passive toward authors, merely observing, reporting and where necessary regularizing their names, titles and editions. This patient making orderly chaos out of a wasteland lead to the Lubetzky report and to that chamber of horrors, A.L.A. Rule 91 et seq. on societies and institutions.

In contrast, and due mainly to necessity, the documentalist's point of view is active and aggressive: authors must attend to their titles, and societies must consider the bibliographic effects, consequences and expenses to researchers over the years when they light-heartedly change their names. At this rate, we may yet see the day when legislation will stipulate that serials may have but one volume per year; that they must start in January; and that they cannot change frequency of issue during a given volume! That's long been a secret fantasy of mine.

—Fenwick Mumblenews

THE MART

The following positions have been listed with your Employment Committee. For further information qualified applicants should contact the employer:

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Mr. R. G. Cowie, Employment, Dept. 507. Phone 227-7100, ext. 2200

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LAWRENCE RADIATION LABORATORY, Berkeley 4.

Mr. Roy Nielsen, TH 3-2740, ext. 5621

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Miss Jane Goelet, Personnel Coordinator. DA 6-6200.

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--Jeanne B. North, Chairman
Employment Committee

(continued from p. 1)

1) Human beings communicate in natural languages. Mathematicians notwithstanding, the true communication process requires that natural languages be used to preserve vital shades of meaning.

2) Today's information systems require that the information contained in a document be identified by the librarian, and that this identification of information be preserved throughout the document handling process.

3) Modern information processing will require that inverted indexing be used under some type of organized control of vocabulary. Present library classification systems, however suited they may be to the economical handling of documents, are not suited to the orderly transfer of information from the author to the ultimate user.

4) Users must take a controlling interest in the design of information systems.

Libraries are, Carlson believes, working well enough to need no immediate assistance on a priority basis. However, librarians should ask themselves a few questions:

How good is your coverage, i.e., how many authorized persons use the library; how often?

What is the unit cost of your library service?

How does the amount of time devoted to providing documents or references to documents compare with the amount devoted to providing information?

Mike Doerr, Asst. editor

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SYMPOSIUM ON THE ANALYSIS OF LIBRARY SYSTEMS

Place: Sheraton-Palace Hotel
San Francisco, California

When: December 14, 1963
Saturday 9:00-3:00
Registration: \$7.50

Moderator: Kenneth D. Carroll
Lockheed Missiles & Space Co.
Palo Alto, Calif.

Speakers: Robert S. Straith
Arthur Young and Company
Los Angeles, Calif.

Stanley J. Swihart
Systems Analyst
Sandia Corporation
Livermore, Calif.

Charles Bourne
Stanford Research Institute
Menlo Park, Calif.

Reservations must
be received by
December 2, 1963

Program:

Introduction: Kenneth D. Carroll
"Use of a Management Consultant in Analyzing a Library"
Robert S. Straith
"A Systems Study of a Corporate Library"
Stanley J. Swihart
"Methods for the Evaluation of Libraries"
Charles Bourne

Display: The use of graphic arts by libraries.

A coffee break will follow Mr. Straith's presentation and the question and answer period. Luncheon, included in the registration fee, will follow the discussion of Mr. Swihart's analysis of the Sandia Corporation, Livermore, Library. Mr. Bourne's afternoon paper and discussion will analyze methods of determining the costs of library services and evaluating such services.

All librarians are invited to attend the symposium. Reservations, accompanied by checks made payable to the SLA San Francisco Bay Region Chapter, should be sent to:

Miss Anne T. Protopopoff
Research Information Center Library
California Teachers Association
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Burlingame, California

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UNIVERSITY EXTENSION CREATES POST FOR LIBRARIANSHIP

To enhance its program in librarianship, the U.C. University Extension has created a post of Program Coordinator in Librarianship. Miss Elinor Alexander, formerly of the U.C. Berkeley Library Documents Department, has recently accepted appointment to this position.

The local SLA Chapter can take pride in having sponsored the continuing education courses and the educational needs forum with Dean Swank which were instrumental in formally establishing the addition of a program in librarianship at the University Extension.

We wish Miss Alexander well and anticipate the contributions of her office to the furtherance of education in librarianship.

THE NEXT CONTINUATION COURSE: ACQUISITION OF SPECIAL MATERIALS (TENTATIVE) MARCH - APRIL 1964

Plans are being formulated for a course on the acquisition of special materials to be presented by U.C. University Extension in cooperation with the School of Librarianship and the S.F. Bay Region Chapter of the Special Libraries Association. It is proposed that it be given in San Francisco from March 3 through April 28, 1964 (8 2-hour lectures, Tuesday nights, 7-9).

This course will be the third in the continuing education series and is being designed for the practicing librarian who wishes to expand and up-date his present knowledge. Eight lectures will cover recent developments, methods, and sources in the acquisition of difficult to acquire, or unusual materials, including government documents, serials, maps, technical reports, trade literature, specifications, standards, conference and symposia announcements, programs and proceedings, foreign materials and patents, translations, out-of-print titles, microtext, interlibrary loans and photo-copies in lieu of loans.

The lecturers are experienced librarians of the Bay Area and elsewhere. Those already engaged include Mark Baer of Ampex, Redwood City; Daniel Bedsole of Aerojet-General, Sacramento; Helen Waldron of the Rand Corp., Santa Monica; Robert Maynard of Lawrence Radiation Lab., Berkeley and Thomas E. Ratcliffe, Univ. of Illinois. Course coordinator is Roy Nielsen, Asst. Librarian, Lawrence Radiation Lab., Berkeley.

The course may be taken with or without one unit of credit; the registration fee proposed is \$20.00. Further information about the course may be obtained from Miss Elinor Alexander, Program Coordinator in Librarianship, University Extension, U.C., Berkeley, TH-5-6000. Instructions about enrollment will appear in the January Bulletin of the SLA S.F. Chapter or may be obtained from Miss Alexander.

Miss Marjorie Griffin
1 Park Place
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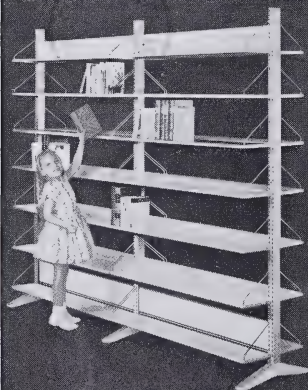
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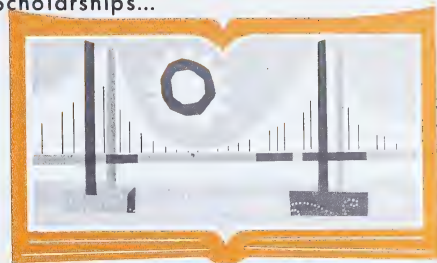
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Volume 34 Number 3

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER BULLETIN



The Weinberg Report in person!

Here we see Dr. Weinberg addressing well-over 300 people in the big auditorium of Dwinelle Hall on the campus of the University of California, Berkeley. Dr. Weinberg speaks from an eminent spot, standing where before him have stood C. P. Snow and hundreds of others enjoying notable stature. In front of him, and unfortunately hidden from your view because the photographer stepped on his 360° lens, sits about 100 SLA members, 100 distinguished members of the scientific community of Northern California, and 100+ faculty members, students, library school students, some members of the general public, and a few local crackpots (who thank God stayed silent).

Dr. Weinberg has just dined at the men's faculty club, surrounded by some twenty SLA members who labored upon his journey and his reception here. With him were several relatives who came in from a local seaport in our Central Valley. On hand also were Dean Swank and Mortimer Taube. And M. Ferguson of DDC. Meat and exquisite potato pancakes were aided by a vintage Beaujolais Jadot. The preliminaries were excellent and set the comfortable and informal esprit in which Dr. Weinberg's subsequent delivery took place.

But what did he say?, the unimaginative reader will demand loudly. Why, dear fellow, did you not read your local newspaper? Did you not hear the good Doctor on radio CBS the next day? And most cogently, have you not read the Weinberg report? For that is what he "said".



The Prospect Still Before Us...

After an intensive diet of national speakers; a discussion of curriculum innovations and the establishment of a research institute at the University of California School of Librarianship; a course in the acquisition of special materials; a symposium on the analysis of library systems; and the diverse role of military libraries in the area, you may now have a month free of SLA meetings (February) in which to prepare your income taxes, pay your SLA dues, and return for an inexpensive March meeting—a joint meeting with the American Documentation Institute, details of which will be in hand soon.

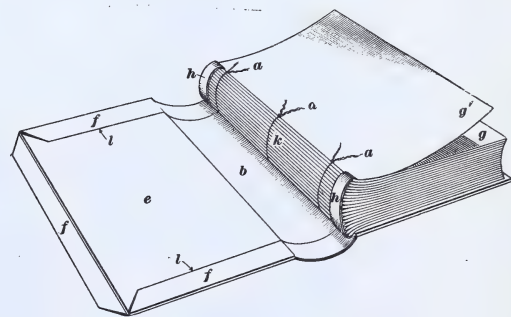
In this period of respite from incessant meetings and their attendant professional honing, you should take time to review carefully the draft of SLA standards included in this issue of the Bulletin. The SLA Professional Standards Committee has spent a great deal of time preparing this statement. Amidst the areas of possible controversy were such questions as to how detailed the standards should be; how generalized could they be without being ineffective, etc. February 13-15 the SLA Advisory Council meets. It is hoped that the constructive comments of the membership can be relayed to the Council via the Chapter presidents. I urge each of you to let me have your comments at the earliest possible moment in order that the views of the San Francisco Chapter can be taken into consideration by the Council.

Our April meeting originally had been scheduled for the new Varian library here in Palo Alto. At verilly the last minute, word is received that the carpenters, movers, and Lord knows what else, have not fortuitously synchronized. Therefore, the meeting has had to be transferred to Mark Baer's new library at Ampex, in Redwood City, which you all previewed indirectly in the December 1963 SPECIAL LIBRARIES. At the April meeting, Kathy Johnson and Varian analysts will present the results of a Chapter survey of job descriptions, titles, services performed, budgets and salaries. (She is still awaiting the return of the questionnaire from a few of you.) About this time you will also meet the nominees for Chapter office, and in May we plan to toast the successful candidates as our new officers, at a wine tasting galla. After this, all you need to do is pack your bags for St. Louis and the grand finale of another SLA year.

Thus passeth the year—most rapidly, so it seems, like installment payments, month by month. But for us there is one difference—you get to keep your interest, and you don't erode your principal!*

--Kenneth D. Carroll.

*Ed. Note= The above thought was expressed by Ken less floridly, but we needed just a few more lines to fill out the page.



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DR. ALVIN WEINBERG
'A priesthood of the future'

Science and The Need for Information

The Nation must begin to utilize the rising tide of scientific information, Dr. Alvin M. Weinberg, director of the Oak Ridge National Laboratory, said last night in Berkeley.

The Federal Government, which supports most scientific research, should set up an information agency, he said, for each field of research. These agencies would establish information centers, support publishing projects, and encourage better dissemination of the results of scientific research.

"Information centers enen now are growing, Weinberg said in a speech to 150 persons attending a meeting of the Bay Chapter of the Special Libraries Association.

And with their growth, he said, "there seems to be emerging a caste of scientists who sift, compact, and interpret the literature for their benefit and for the benefit of those scientists who efft of those scientists who are too busy to do so themselves."

'Atoms for Peace' Winner in U.C. Talk

BERKELEY — Dr. Alvin M. Weinberg, chairman of the panel on scientific information for the President's Science Advisory Committee, will speak at the University of California next Wednesday at 8 p.m.

Dr. Weinberg, who is also director of the Oak Ridge National Laboratory, will discuss "The Documentalist, the Librarian and the Scientist" in room 155 Dwinelle Hall.

The address by the co-winner of the 1960 Atoms for Peace Award is sponsored by the Bay Area chapter of the Special Libraries Association and the Lawrence Radiation Laboratory.

He will outline the panel's report to the White House on the growing log-jam in distribution of technical and scientific information, and recommendations for solving the tie-up.



ALVIN WEINBERG
 Physicist versus log-jam

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But too often, Weinberg said dedicated handlers of information are not fully accepted by scientists as being part of the scientific world.

Weinberg called for a vast change of attitude, adding: "I find it attractive to imagine that . . . as our science and technology grow and the flow of information becomes a crucially difficult problem, those who control information will become a dominant priesthood in the science of the future."

Weinberg, who is head of a scientific information panel of the President's Science Advisory Committee, will leave today for a lecture tour in Australia.

Upper clipping from the
 OAKLAND TRIBUNE, Jan 8, 1964

Clipping at left from the
 SAN FRANCISCO CHRONICLE,
 January 16, 1964

The DEAN is SEEN and HEARD by all

At the November 1963 meeting of the Chapter, the members were addressed by Dean Raynard C. Swank, School of Librarianship, University of California, Berkeley. Entitled Partners in Education, the talk was in response to the desire of the Chapter to be apprized of forthcoming developments at the Berkeley school as they relate to special librarianship. The following, as taken from the Dean's notes, while not verbatim, is as close as you can get to it. What mainly is lacking is the quietly lucid and friendly voice.

I want to discuss with you some of our thoughts and to describe some of the courses of action that we are now taking, and some others that might be taken but are not. I think we can all agree probably that education for a wide range of library specializations, some of them new and unconventional, is one of the major problems in library education today. We can agree that solutions urgently need to be found. But we might not agree on what those solutions ought to be. There are many possibilities, and a great deal of experimentation is going on around the country. Whether or not we agree fully on the best courses of action, be assured that the School of Librarianship means to do its full part. Some of its plans are beginning to take shape.

You are all more or less familiar with the present curriculum—the Fifth-year curriculum—leading to the MLS degree. But let me characterize it briefly as a frame of reference for discussing possible changes. In this one brief year—two semesters and a summer session—there is barely time for what may be called a general library education. That is, for a core curriculum that is believed necessary for all fields of librarianship. This core curriculum treats of the common elements of librarianship, particularly the functions which apply to all fields. When this is done, there is very little time left over for specialization within the MLS year.

What is lacking, and what we have not been able to find room for in this first year are courses that specialize, not in the common elements, but in the differences among the several fields of librarianship. We do make room for one two-hour elective by type of library, and we do have one course in documentation plus one in the literature of science, but these are only gestures toward specialization.

My personal feeling is that, one way or another, we must find ways to safeguard, preserve and improve the core curriculum, which represents the unity of the profession, while at the same time adding to it, or supplementing it with, significant specialized curricula which represent the divergences of the profession. We need to do the latter, but not at the expense of the former—and we cannot do both successfully in one year. This is the bind we are in. Indeed, we are worse off now in this respect than when we had the second-year Master's degree. That second year did make room for more specialization. We have now lost that device, by using the MLS for the first year. Okay, so what can we do? What courses of action are open?

First, we can rely upon the doctoral program for significant, advanced specialization that is built upon a solid core curriculum. We hope very much



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to stimulate a further growth of the doctoral program, and to see it expand into the fields of science information and documentation. But we cannot be satisfied only with this, because too few students are likely to benefit in the foreseeable future. Something beyond the present MLS, but short of the doctorate, is still needed

Second, we can extend in some degree the present MLS program. We can make it longer to accomodate more specialized electives without cheating the core curriculum. This course of action is well within possibility now that the university is moving toward year-around operation. It is quite possible that in two or three years we shall begin to operate on a three semester or a four quarter system. And what is now the summer session would become a full quarter or semester. Our faculty has not yet reached a policy decision on this matter, but the MLS program could then become a full two year program, instead of two semesters and one summer session. This might add the equivalent of six or eight credit hours to the curriculum. We have, of course, already expanded the MLS curriculum in the sense that the fall courses will be offered again in the spring during late afternoon and evening hours to accomodate working librarians. The spring courses will be similarly repeated in the fall.

Third, some of the core courses could be offered at the undergraduate level in order to make room for specialized courses at the graduate level. But this would cheat on the undergraduate subject specializations that we believe are essential preparation for librarianship—particularly for special librarianship. In the education of science librarians, for example, we can't win by weakening an undergraduate science major, or even his minor, in order to give him more courses in technical librarianship. Although some library schools are now starting their students at the undergraduate level, this is not one of the possibilities on which our faculty looks with favor at this time.

Fourth, is the more vigorous development of extension courses for the post MLS librarian, or continuing education in special fields of librarianship. And this is one of the directions in which we are now definitely moving. Extension courses at the University cannot take the place of the old sixth-year master's program, because these courses, by University regulation, cannot be applied toward any University degree. But they can be excellent and useful courses, leading perhaps to a certificate in medical, law, science, or other librarianship. Our recent experience with extension programs has been most encouraging. The University extension has been cooperative and efficient—and enthusiastic. Our faculty has approved as a matter of policy the further development of extension courses. A library Extension consultant, Miss Elinor Alexander, formerly of the documents department at the University library in Berkeley, has been employed part-time to work on program development. An advisory committee representing the interests of various library groups in Northern California is now in the process of being formed. I have asked the California Library Association, its College and University and Research Librarians section, the Special Library Association, the School Library Association, and the Public Library Executives of Central California, and the State librarian to name representatives, and the nominations are now coming in. This committee will advise the faculty and the University extension, and serve as consultants to Miss Alexander, on the types of courses, workshops or other extension activities that would best serve their special interests.

Fifth is a closely related plan that UCLA is now developing—the post-MSL internship. This started several years ago with an internship program in medical librarianship, and the School of Library Service is now considering

similar programs in other fields such as information science. After receiving the MLS degree, students are given intensive specialized training in, for example, the medical library at UCLA. This looks like a useful and practical approach, and perhaps we should be thinking more about it up here. But for the time being, we want first to explore fully the post-MLS potentialities of extension programs.

Sixth, in the field of science librarianship and information science, some schools around the country have begun to offer specialized curricula at the master's level—that is, curricula which are alternative, or parallel, to the conventional first year library curriculum. I don't really know yet what I think about this course of action.

I am inclined to move slowly, at least until we know more about the kind of product, the kind of competence, these curricula are supposed to create—and at the same time, how much of the core curriculum of conventional librarianship we can afford to give up. Also, this across-the-board dichotomy between librarians and documentalists troubles me. Instead of two curricula, maybe these should still be only one. Maybe if librarians were less conservative, and if documentalists were more so, a new common ground could be found. In any case, I doubt if our school is ready yet to embark upon radical departures into science information curricula, and I doubt if it will be until the faculty itself is strengthened and engaged in research in this field. And this brings me to the last course of action I will mention this evening. This is another course we are actively pursuing. Essentially, this course is the development of the research program of the school, including information science and technology. This is the long way, and the hard way, but it is the only sure way really to advance the educational program.

About a year ago, we drafted a proposal for the establishment of a University of California Library Research Institute. This proposal was submitted to President Kerr last January by Robert Vosper, who was then secretary of the UC Library Council, which consists of the directors of the libraries of all eight UC campuses and the deans of the two library schools, Berkeley and Los Angeles. After many tribulations, the proposal was finally approved by the Regents early this fall. The President is now appointing a search committee for the direction of the Institute. If all goes well, this institute will become a very important part of our program in fields of interest to special, as well as academic and research, librarians. It has not yet been established, but it seems definitely on the way. So let me take the rest of my time this evening to review in some detail the content of the proposal. Although the emphasis of the proposal is on the problems of the UC library system, and research libraries in general, its relevance to special libraries and their problems will, I think, be apparent.

[Dean Swank expatiated at length on the *Proposal from the UC Library Council for a UC Library Institute*. . . This will be subject of a second part to this account, which will appear in the next *Bulletin*. However, we produce the proposition statement herewith to preserve the sense of the Dean's remarks—

PROPOSED: A statewide UC Library Research Institute for research and development toward the solution of library problems with emphasis on the problems of the UC library system; centered at the School of Librarianship at Berkeley; serving all campuses; and financed partly by regularly budgeted funds from the UC and partly by contracts and grants from other agencies.]

If this Institute gets on the road, it should enable us to bring new people to the faculty with specializations that are important in special librarianship. These people can then begin to develop and teach new courses, especially

in such fields as science information and automation. So, as your partners in education, we are moving in several specific directions. To summarise:

- 1) Toward the strengthening of the doctoral program.
- 2) As soon as the year-around operation begins, we may manage to lengthen the MLS program to a full year, making room for specialized electives.
- 3) We are now planning to expand our extension courses for continuing education in special fields of librarianship.
- 4) And we are getting on with the establishment of a Library Research Institute, that should involve us, and give us strength in, the applications of advanced technologies to library problems.

News & Notes

Attached as an appendix to this issue of the Bulletin is a labor of (if not love, then) professional devotion by Al Maupin, Technical Processes Librarian at Ampex in Redwood City.

Title: SCHOOLS, COURSES, REQUIREMENTS AND SCHOLARSHIPS FOR SPECIAL LIBRARIANS IN WESTERN STATES, this 11-page document owes its presence to cooperation between the School of Librarianship, Berkeley, and the Education Committee of the Chapter, which two units are exploring education for special librarianship and opportunities for same.

It was decided at the Committee meeting of November 14, 1963, to issue the directory with the next Bulletin "...in consideration of those Chapter members and their staffs who may be interested in such...programs..". If you do not find in the directory answers to your questions, you may profitably contact Dean Swank at the School of Librarianship, or: write or phone to Al Maupin, who has offered to check the extensive file he assembled in preparation for the publication of the Directory.

The last spice-train to pass through to Trabzon before winter snows closed the passes to Tabriz in remote Azerbaijan, brought with it, affixed by chance to the hoof of a camel who apparently earlier had passed Tehran, a message from the interior= it was a shred of a program from the Little Theatre of Tehran, & from it we learn that a former Bay Area librarian, who seems to have gone through the veil to another world, played the part of Dr. Brubaker in a production of THE SEVEN YEAR ITCH. While still a Westerner, this person was known to us as Dr. Paul Kruse, only three years ago our SLA Convention Chairman! Mutatis mutandis!

Yes, it is true that Weinberg means vineyard in German, and we all labor in the Weinberg of Documentation.

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Firms Tackle Language Curbs

By Harry C. Kenney

Staff Correspondent of The Christian Science Monitor

New York

The global spread of business in the postwar period has caught many American concerns lacking in the best way to communicate with their overseas brethren—which is in their own language.

American personnel sent abroad to conduct business have run sharply into language difficulties and often barriers to a retarding extent.

The net result has been that many companies and corporations have been rushing their personnel off to Berlitz Schools of Languages for quick and practical instruction in any language.

Take Aluminum Company of America for instance. H. P. McKnight, manager of education and training, said that in expanding the company's international operations, it became necessary to assign sales and operating personnel to overseas locations.

Employees Scattered

The largest group, he said, consisting of approximately 30 men and their families, moved to Lausanne, Switzerland, early last summer.

Other groups were assigned to Japan, Venezuela, Mexico, and Surinam.

All of these people required foreign language instruction, and most of them had only limited language training in college.

The company reasons for choosing the Berlitz school, Mr. McKnight said, were obvious ones:

1. Its excellent reputation for high-quality instruction.
2. Its many convenient locations which enabled company personnel to take lessons close to their homes or offices.
3. The flexibility of scheduling lessons to fit in with their travel plans and other commitments.

Speed Essential

Dr. Frank J. McCabe, director of personnel, planning, and development of International Telephone & Telegraph Corporation, said that because of the far-flung nature of his company's operations there was a vast need for knowledge of many languages.

In many cases, Mr. McCabe said the languages must be taught quickly.

IT&T chose Berlitz to do the job. Company top executives often had to learn several languages at various times depending upon assignments.

IT&T also has many foreign employees, and this group has been learning English. Mr. McCabe declared that in the company overall operations—in Europe and South America—it was found that in the top level and second level of executives, English is spoken quite well.

French Leads List

J. B. Teagle, training coordinator of Socony Mobil Oil Company, Inc., said that the most requested language in his firm's operations is French.



By Fabian Bachrach

Robert Strumpen-Darrie Languages for business

Spanish is next, with Portuguese, Turkish, Italian, Danish, Swedish, and Greek following.

As with IT&T, foreign employees of Socony Mobil are constantly studying English.

Where husbands are in training, their wives are included, and it proving to be a general experience that wives do better in languages than the husbands.

Victor N. D'Avanzo, in the international management division of the Chase Manhattan Bank, says that the worldwide operations of the bank call for training in mostly Spanish and French, although there are numerous overseas trainees in Portuguese, Italian, and Japanese. Language training by the bank through Berlitz also includes wives.

BUSINESS FINANCE

Students Compared

José Vives, director of Berlitz School at 179 Broadway in New York, says that Americans are not quite as adept at learning languages as Europeans.

Some of the possible reasons include the fact that most Americans have seen no reason to learn another language. Until recent times Americans have not traveled abroad en masse.

Mr. Vives says that perhaps one obstacle to learning of a language is the attitude that the French, or German, or Spanish taught in high school makes fluent speakers of a language.

High school language training, he says, is not a hindrance, but it is not as much help as people expect it to be, therefore there is disappointment concerning it.

Goal Explained

Europeans, continues Mr. Vives, being surrounded by other nations so closely, have to learn another language if they so much as step out of their back yard. Also, European background and upbringing has made a second language almost essential.

For instance, the importance given languages in West Germany alone is illustrated by the fact that it has 94 Berlitz schools, while there are only 34 in all of North America.

Robert Strumpen - Darrie, president of Berlitz, said that the overall goal of Berlitz, now in its 85th year, is to impart communicating skills in modern languages.

"Until recently," he said, "languages have been taught in most of our high schools and colleges in such a manner that regardless of how energetically a student applied himself, the best he could hope for was a reading command, a familiarity with the grammatical structure, and a more or less intimate acquaintance with literature."

What the dominant educators lost sight of, he said, is this: that language is a means of communication—primarily but not exclusively oral communication—man to man or man to group.

Speaking Comes First

"Since the beginning," Mr. Strumpen-Darrie said, "Berlitz has based its entire approach to the language teaching problem on this simple, very obvious premise. A language student must first and foremost learn to speak—to communicate—before he tackles any of the other very worthy aspects of the subject."

"The second basic fact upon which Berlitz relies is that since most normal individuals learn to communicate in one language we at Berlitz therefore assume that he can learn another."

"And what is more logical," asks Mr. Strumpen-Darrie, "than to teach it to him, using the same general procedures he passed through to acquire his first language? Notice I used the word 'acquire' because it better describes the process of learning the first language. It comes without conscious effort. Hence, Berlitz merely helps the student to do what comes naturally. No miracles!"

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Deep in the Woods with Mr. Jack Mills

About 8:30 on the last morning of October last year I was walking along a rural road in New Jersey, under fast-sweeping skies, just after a rainstorm and just before another; I had chosen to walk to my destination, and the road I had picked now began to cut through a burnished stand of soughing Eastern hardwoods which moaned in the windy morning light and sent their faded leaves into the tangled litter on the yellowing ground. A neat sign incised on a wooden board announced this place to be the Rutgers University Experimental Forest. The coincidence was amusing: a forestry librarian, walking toward a labor education center to attend a two-day seminar on a foreign classification system, sponsored by a library school, finds himself in an experimental forest! It seemed to be some kind of fortuitous sign!

The occasion was the opening event in a series of seminars entitled SEMINARS ON SYSTEMS FOR THE ORGANIZATION OF INFORMATION. Ahead, in Rutgers University's Labor Education Center, some 70 fellow seminarists were gathering to hear Jack Mills, Lecturer in Librarianship at London's North-Western Polytechnic College—lately also associated with the ASLIB Cranfield Project, and author of a vigorous little work A MODERN OUTLINE OF LIBRARY CLASSIFICATION, and much else in journals, etc. Gathered for the occasion as luminaries were Verner Clapp, the banquet speaker for the next evening; Ralph Shaw and Neal Harlow, and their faculty colleagues; and as panelists for the second day's work, Benjamin Custer, LC's Dewey editor; Dr. Phyllis Richmond, who lately has been discovering Weltgeist and Biblioschmerz in the pages of COLLEGE AND RESEARCH LIBRARIES, and Malcolm Rigby, editor of METEOROLOGICAL AND GEOASTROPHYSICAL ABSTRACTS. As for my fellow seminarists, I had no idea what specifically had brought them to New Brunswick, for of the whole lot only two to my knowledge were users of the UDC: Malcolm Rigby and myself. And the UDC was the subject of Mr. Mills explication.

We flourish so much these days upon a glut of automation frenzies, descriptor and uniterm staccatos, drum-rolls of KWIK-indexes and rumbling Thesaurii, that anything which smacks of humdrum decimal classification is utterly without sex appeal and surely rather unprofessional. After all, those of us not using Dewey have heard terrible rumors about the hideous Procrustean racks on which hapless librarians stuck with DDC have had to span themselves in order to retain any subject services at all.

Mr. Jack Mills, during the next two days, was emphatically not of this opinion. In fact, it is breath-taking to sit before an eloquent pleader of a different school: a school which believes that it is possible to classify technical and all other information; that there are orderly relations between phenomena, and therefore in the literature which reports them; that the human mind is capable of noting, organizing, filing and retrieving this information, and can therefore design systems to do this; and that theoretical but guiding principles of classification procedure can be set forth. This is also to say by inference, that the crisis of classification is more reflecting a breakdown of the library intellect than of a tidal wave from "outside" overwhelming our little island.

Mills moved right to fundamentals by characterising the UDC (and all decimal systems) as pre-coordinated systems, in contrast to uniterm or coordinate systems, manual or machine, which are post-coordinated. On this basis we can begin really to talk business about the relative merits of the systems, avoiding great semantic red herrings like "traditional" and "modern" schemes. It is true that in a pre-coordinated system you can retrieve materials only by calling for them by the specific labels and classes within which they are forever fixed at the input end by the classification

number assigned. On the other hand, coordinated indexing systems, while certainly permitting "post-coordination" by combining descriptors when the search strategy is designed, are also limited at some point by the number of descriptors assigned a document in the beginning. You can't get a document out by a descriptor it has not been given, either. So the systems are not so un-alike as many think! However, this is hairsplitting, except for library school papers. Anyone knows the systems are different operationally. A more useful consideration is this: How do you tell when you need a post-coordination system, and when a pre-coordination one? I think we lack much knowledge on this point.

The UDC, Mills made quite clear, is not an hierarchical system, and not too much religious fervour should be wasted on the worhsip of decimal sub-division; nor in learned denunciations, the wit of which is: "But really, you know, knowledge is not inherently divisible by tens!" That always has a stunning ballroom effect, often turning the Decimal Quadrille into a disorderly historic retreat. Mills is on sound ground when he stresses that notation is a secondary problem. (The sort of thing Doctors of Education do theses in—like seating arrangements.) The notation in any system has no intrinsic meaning, merely reflecting the relations and gradations in which the subject matter itself has been analyzed by the classifier who made the system. This view bears the imprint of facet analysis and of Mr. Vickery. Brian Vickery felt that UDC, as a tool for scientific indexing, was slack on the score of its subject schedules. This is not the same thing as to talk about inherent fallacies in decimal subdivision. You can have similar problems with slack descriptor terms. So for a second time we see that UDC vs. Coordinate indexing is ultimately a matter of degree rather than of any really substantial intellectual confrontation.

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The seminar details cannot be elaborated here; Rutgers will published a transcript later on. For me, whose main work for three years has been analysis of the UDC practice and structure, the sessions brought one fact home—we don't know too much about subject classification. This may shock proprietors of big subjed-catalogs. But we have heard it said that English librarians think us lacking. Now I've seen an Englishman stand before an American audience and tell them that. Further, I suspect that Jack Mills or his pupils could organize any subject collection you gave them, and make it work for you. But this is not to say that perhaps machine developments may not make subject classification itself superfluous (with wrap-around indexing, etc.)—just as trends in other fields beginning with Copernicus, Newton and Einstein have invalidated great intellectual structures like those of St. Thomas Aquinas or Immanuel Kant. These systems, once, could answer all questions that could be asked. But the questions aren't asked anymore.

Mills is no UDC zealot. If he did anything, it was to give all of us better criteria for evaluating or drawing-up any kind of system.

+++T.B. Yerke

Here we go for the third round of education

An evening course in THE ACQUISITION OF SPECIAL MATERIALS will be offered at the University of California Extension Center in San Francisco this spring in cooperation with the School of Librarianship and the San Francisco Bay Region Chapter of the Special Libraries Association. The UC Extension course begins Tuesday, March 3, and continues through April 28. The class meets on eight Tuesday evenings at 7:00 p.m., lasting for two hours. The Extension center is located at 55 Laguna street, near Market, in San Francisco.

Course coordinator for SLA as Roy Nielson, assistant librarian at the UC Lawrence Radiation Laboratory, Berkeley. According to Elinor Alexander, program coordinator for Continuing Education in Librarianship, University Extension "...we have been fortunate in securing capable and experienced librarians to serve as guest lecturers for this series."

Herbert Ahn, head of the Government Publications Department, University of Nevada, will cover the acquisition of government publications—domestic, foreign and international. (This may sound strange at first, but read the last four words again.)

Three members of the S.F. Chapter of SLA will contribute to the series. Mark H. Baer, librarian of the Ampex Corporation, will discuss serials and out-of-print titles; Charlotte G. Owens, Lockheed Missiles and Space Company will report on foreign materials and translations; and Daniel T. Bedsole of Aerojet-General Corp., Sacramento, will talk on technical reports.

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Drafts of Standards on Objectives, Services, and Staff

I OBJECTIVES

1. The library should be the primary and most important information source in the organization which it serves. Its services and collection should be geared to the purposes of that organization and designed to provide needed information in all fields pertinent to its work. It should provide dynamic rather than static service by bringing together as quickly as possible the material and the user.

2. The library should acquire, organize, and maintain a collection of material germane to the activities of the organization. Every effort should be made to encourage the use of available information, to keep the collection current with organization interests, and to supply required material promptly. The library should have contacts through which material in other collections may be obtained either by loan or photocopy.

3. The library should serve all personnel who have legitimate need of library services, provided that management approves. The responsibilities of the library with regard to whom it is expected to serve and what services it is expected to provide, should be clearly stated in a written charter. This statement may be in the form of a position guide for the librarian-in-charge, since his responsibilities will naturally be reflected in the function and organization of the library. It should be reviewed periodically and revised if necessary in the light of changes in the parent organization and advances in library science and documentation.

4. The position of the library in the organization should be such that the librarian-in-charge reports directly to a top level manager who has policy-making powers. Such ready access to a top level manager is essential if the library is to perform its function effectively.

5. The standards of services, staff, collection, space, budget, etc., which follow in this document, must always be interpreted in the light of the purposes and needs of the organization of which the library is a part.

II SERVICES

A. Circulation

1. Lending Policy. Requests for specific books, periodicals, documents, or other publications should be filled with a minimum of delay and inconvenience.

With the exception of titles, which are of strictly reference nature, the special library should circulate its material. Requests should be received by telephone and by mail from users who cannot conveniently visit the library in person. The method for charging and recalling library material in its collection should be simple, fast, and effective. There should be a regular program for sending overdue notices so that all material will be readily available to the entire clientele.

2. Journal Distribution. An effective system pro-

viding for maximum utilization of current periodical literature should be in operation.

The system adopted should reflect local conditions but might well include one or more of the following: display of new periodicals in the library; prompt routing of new periodicals on a regular basis to specific individuals; routing or distribution of copies of tables of contents pages; and distribution of a listing of pertinent articles. All subscriptions paid for by the organization should be placed through the library so that maximum use can be made of them. Publications received by individuals as part of a corporate society membership should be deposited in the library.

3. Selective Dissemination. The special library should utilize a program for selective dissemination of publications. This program may take several forms but should have the effect of getting the right publications to the right persons at the right time. The librarian's surveillance of new acquisitions from the standpoint of literature needs of specific key individuals of the organization should assure that available, important information is not missed by them.

4. Interlibrary Loans and Photocopy Sources. Needed publications not available either in the library's own collection or elsewhere in the organization should be obtained promptly as requested. Depending upon the situation, the library may do this by borrowing a copy from another library on interlibrary loan, or by obtaining a photocopy. The special library should maintain detailed information about sources for all types of publications so that fast, effective action can be taken to obtain the needed items.

The special library should establish a cooperative, reciprocal interlibrary loan program with other libraries so that the resources of the cooperating libraries will be mutually available. The American Librarian Association Interlibrary Loan Code should be adhered to. The library should make a practice of checking each reference for accuracy and completeness before attempting to borrow the item. Borrowed material should be properly safeguarded and returned by the due date. Borrowing privileges should not be abused, and the availability of good sources for interlibrary loans should not take the place of an adequate collection. If it is found that a certain journal or other publication has to be borrowed several times, then the special library should take steps to purchase its own copy. It would be well to investigate with other libraries in the area the possibility of planned purchasing of material to avoid unnecessary duplication of seldom-used publications and to increase the resources available in each cooperative library.

B. Reference Work, Literature Searching, and Translations

1. Reference Service. The special library should provide adequate reference service to answer the

needs of its clientele. All legitimate requests for information and requests for bibliographies should be accepted and taken care of in an expeditious, effective manner. The special library should be able to locate, gather, and assess the pertinence of published and unpublished information as needed by the requestor. Requests for specific statements of fact, statistical data, reference verification, other published information, or unpublished information should be answered as fully as possible, using the resources of the library and of outside agencies. Whenever necessary, the librarian should contact by telephone, letter, or personal visit governmental agencies, institutions of learning, industrial organizations, other libraries, other agencies, and individuals to obtain the necessary information.

2. Literature Searches. The reference service of the special library should include searching of literature by librarians or subject specialists. Such searches may result in the compilation of bibliographies of any of the following types: selected lists of references, annotated bibliographies, and bibliographies with abstracts or extracts. Occasions may arise when it is desirable to have the literature searched by outside agencies, which supply this service.

3. Literature Searches by Users. The special librarian should, upon request, act as advisor to a client who wishes to perform his own literature search. The librarian can assist the researcher by planning the literature search, by suggesting reference tools to be consulted, by explaining the intricacies of these tools, and by suggesting outside and additional sources of information.

4. Translations. The special library should provide translation service in accordance with the needs of its clientele. The librarian should be able to determine whether or not there is already available a translation which can be ordered. If the needed translation is not available, the library should provide necessary translation service through a member of the library staff, another member of the parent organization, or a commercial translator. The librarian should make certain that all translations are obtained from translators possessing adequate language and subject skills.

C. Other Services

1. Photocopying. Provision should be made whereby users may promptly obtain photocopies of material. "Fair use" regulations concerning reproduction of copyrighted material should be publicized and complied with.

2. Personal Reading. The special library may provide sources for personal orders (to obtain books, periodicals, etc., to be paid for by the individual) either by ordering them directly for its users or by establishing channels through which each person may order his own material directly. The special library may further assist its clientele in its personal reading needs by offering readers' advisory service upon request and by making available a collection of general works for home use. A separate collection of such books may either be

purchased by the special library or borrowed from a local public library on a rotating basis for checkout to individuals.

3. Audio-Visual Materials. In some organizations the special library may be given the responsibility of maintaining audio-visual materials, such as films, filmstrips, slides, phonograph records, sound tapes, etc. The service may be limited to the purchasing and borrowing of these materials or it may include maintaining collections and controlling the audio-visual equipment. Programmed learning devices, such as learning machines, may also be utilized within the library's program. Adequate procedures for recording and controlling the various audio-visual materials should be in effect.

4. Consultation Service. Qualified library staff members may also provide consulting service to individuals and groups needing advice concerning the organization of collections not connected with the special library. The librarian should be qualified to help plan personal and specialized information retrieval systems, to help systematize personal files, and to help establish new or specialized information systems needed by others.

D. Publicity

1. Library Publications. In addition to maintaining collections from which to fill requests initiated by library users, the special library should have an active program for publicizing new acquisitions. As a minimum service, the special library should make new books and periodicals readily available for browsing and regularly distribute a library bulletin listing new acquisitions. The library bulletin may also list meetings, conferences, and other events of interest, which need to be publicized to the library's clientele.

2. Orientation. Provision should be made for orienting users to the services and resources of the special library. This should include making available a brochure describing the library and its services and giving personal instruction to individuals coming to the library who are unfamiliar with any of its aspects. Other approaches, such as speaking to groups (especially groups of new employees), giving guided tours to the library, and maintaining exhibits and bulletin board displays should be used whenever it is appropriate to do so.

III STAFF

The specifications given below are intended to serve as a guide for the selection and employment of persons qualified to provide the services of most special libraries. Duties are listed in detail for the librarian-in-charge. Some of these duties will be delegated to other librarians or other professional employees in special libraries with more than one professional employee.

A. Professional

1. Librarian-in-Charge. The librarian-in-charge should be a professional librarian who can meet

the qualifications for membership as an Active Member of the Special Libraries Association. According to the By-Laws of the Association, such an individual must fulfill one of the following requirements:

a. Holds a degree from a library school of recognized standing and has had three years professional experience in a special library or information center;

b. Holds a degree with a major in library science from a university, college or technical school of recognized standing other than a library school, and has had at least four years experience in a special library or information center, including three years of professional experience;

c. Holds a degree from a university, college or technical school of recognized standing other than a library school, and has had at least five years experience in a special library or information center, including three years of professional experience;

d. Has had at least ten years experience in information service work of which at least five years has been professional experience in a special library or information center.

The librarian-in-charge should be responsible for all administrative functions in the library; he should:

a. Select and evaluate personnel in cooperation with the Personnel Department. He should interview and make final selection of all applicants for positions on the library staff. He should also be able to suggest salary ranges for library personnel and evaluate performance in keeping with organization policy.

b. Supervise and train library personnel.

c. Prepare job descriptions that define all positions in terms of requirements, duties, and responsibilities.

d. Prepare procedures manuals for the staff. He should be responsible for establishing a written operations manual to guide the library staff in its daily work and for seeing that it is kept up-to-date.

e. Maintain effective communication among the library staff members and between the staff and other departments of the organization. He should be sure that all members of the staff are informed about all matters affecting their work. He should also interpret the needs of the library to other departments and vice versa.

f. Evaluate library service in terms of stated objectives. He should continually evaluate the library to assure that it is growing in a manner he believes suitable and that no areas are being neglected. He should also review its operations continually to determine that the library is serving its public adequately and is making a definite contribution to the work of the organization.

g. Keep informed of new developments in the organization and plan for the future in order to make sure that the library will always be in a position to meet the needs of its users.

h. Represent the library in any organizational matters affecting it, since only he is in a position

to interpret the effect of organizational changes on the library's operation.

i. Plan and justify the library budget.

j. Promote library services through the use of orientation talks to personnel, by articles in the organization's publications, and by displays and exhibits.

k. Work with architects and methods planning personnel on problems relating to space and equipment requirements of the library. Because the librarian is the one who is most aware of the library's needs in relation to its functions, he should always be consulted on problems relating to library design.

The librarian-in-charge should determine the scope of the collection and decide what material should be acquired. He should arrange for the centralization of all publications ordered for the organization to eliminate unnecessary duplication and to insure the most effective use of material. He should determine cataloging and classification policy, formulate methods for preparation of materials, and plan the physical arrangement of the collection. Binding policy should also be determined by the librarian-in-charge.

In addition to the duties described above, he should either perform or supervise the services listed in the *Services* section of these standards, and determine all policies related thereto.

The librarian-in-charge should be designated by a title appropriate to the organization. Since the term "librarian" is a generic term and can probably be ascribed to other members of the staff, it is generally unsuited as a title; representative titles are Chief Librarian, Head Librarian, and Manager-Librarian. He should occupy a position in the organization consistent with that of the heads of other staff functions. His salary should be comparable to that of other professional personnel with similar supervisory responsibilities, and since administering a special library entails a responsibility which cannot usually be met within the hours of work prescribed by most organizations, the librarian-in-charge, as well as other professional staff members, should be exempt from the provisions of the Fair Labor Standards Act.

2. Other Professional Librarians. Assistant librarians on the staff should meet the qualifications for membership as an Active or Associate Member of the Special Libraries Association. The requirements for Active membership have already been given above; an Associate Member must fulfill either one of the following requirements, as stated in the Association's By-Laws:

a. Holds a degree from a university, college or technical school of recognized standing;

b. Has had at least seven years experience in information service work of which at least two years have been professional experience in a special library or information center. One year of higher education shall equal one year of nonprofessional experience.

The librarian-in-charge may delegate to assistant librarians various administrative duties and technical responsibilities. When there are several pro-

fessional librarians on the staff, a clear-cut chain of responsibility should be established. Among such responsibilities may be those of acquisition, cataloging, and reference and research.

The actual ordering of publications is a clerical function. However, the selection of titles to be ordered is one of great responsibility. A knowledge of the library's collection and the future needs of the organization is required of the person charged with this responsibility. Good judgment is an essential characteristic.

The librarian charged with implementing cataloging policy of the library should have a sound knowledge of cataloging and classification principles and procedures and the ability to adapt these to the needs of a particular library. Each special library is unique and thus no standard cataloging or classification scheme is entirely suitable to all. The kinds of material in the collection and their use will dictate the establishment of special classification schemes for each library. It is the duty of the cataloger to devise such systems.

The person charged with the responsibility for reference work must have an extensive knowledge of resources in the library as well as those in the entire organization it serves and also of sources outside the organization. An aptitude for investigation and perseverance in searching out facts is essential. As the reference librarian has the most direct contact with the library clientele, a high degree of tact and poise is also essential.

Professional librarians should be on a level with other employees of the organization having similar educational and experience background. Their salaries should be comparable to those of other professional personnel in the organization, taking into consideration the amount of responsibility carried by the individual.

3. Professional Personnel Other Than Librarians. Other professional personnel, including literature searchers, abstractors, indexers, and translators should meet the requirements for membership as Associate Member in the Special Libraries Association. It is recommended that the professional person have formal training in his field of work.

A *literature searcher* should be a specialist in a subject field pertinent to the particular library. Library training is not required, but is definitely an asset, both in the preparation of bibliographies, the end product of the work of the literature searcher, and in the efficient use of the library collection.

The *translator* should be proficient in one or more foreign languages, and must have a working knowledge of the subject field of the organization. Advanced training in the subject field is desirable. The translator should be able to translate from the foreign language into English and vice versa.

Many libraries publish bulletins citing publications of interest to the organization, and often including brief abstracts of these publications. The *abstractor* should have a working knowledge of

the subject fields of interest to the organization in order to be able to select, read, and abstract publications for the bulletin.

The *indexer* analyzes publications by subject categories and files a citation of each publication under the appropriate subject headings. He should have a working knowledge of the subject interests of the organization.

Professional staff members, other than librarians, should enjoy a level comparable to other employees with similar education and experience, and their salaries should be determined in the same way as the salaries of other professional personnel in the organization.

4. Professional Responsibilities. Each professional member of the special library staff should advance his own stature and that of his profession by taking an active part in national and local professional groups concerned with his specialty; by further study, which will advance his knowledge of his profession; and by making contributions to his field through the communication of his ideas and experience in published papers and in conference presentations.

B. Nonprofessional

All clerical members of a special library staff should have a high school education as a minimum. Formal training in the use of typewriters and other business machines (key punch machines, etc.) is desirable. Since much work in a special library is unlike that of general office work, the ability to learn quickly is a desirable attribute. Because the work frequently involves direct contact with the clientele served, tact, poise, and the ability to work well with others are essential.

Some of the duties typically performed by clerical staff members in a special library are as follows: *a)* ordering publications; *b)* circulating materials and interlibrary loans; *c)* processing publications; *d)* checking in periodicals; *e)* routing periodicals; *f)* filing publications, cards, etc.; *g)* preparing material for binding; *h)* performing photoduplication work; *i)* performing messenger work; *j)* maintaining and requisitioning supplies; *k)* typing catalog cards.

1. Size of Staff. The size of the staff will, of course, vary with the size and scope of the individual library. However, every library should employ a minimum of one professional and one nonprofessional on its staff. Even the smallest library has a proportionate ratio of clerical work. It is expensive and inefficient to have a librarian do such work. In some instances a part-time clerical worker will suffice.

2. Ratio of Nonprofessional to Professional. This ratio will vary with the type of library. (Note: This should be determined by a survey of representative libraries, including, for example, those serving research organizations, engineering firms, manufacturers, financial companies, etc.)

The Scoreboard

NEW MEMBERS (Hello, dere!)

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2427 Benjamin drive
Mountain View, Calif. 20LbIII

Miss Barbara J. Ceizler
590 West H street
Colton, California 20VI

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447 38th avenue
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Western Knapp Engineering Co.
650 Fifth street 20LbV
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Miss Sandra J. Dye
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Corte Madera, California 20BV

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Berkeley 4, California 20VI

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1077 Monroe, Apt. E
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McKinsey & Co., inc.
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45 Tamal Vista, # 735
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Mrs. Carmen S. Kreiter
1736 Waverley street 20LEIII
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Miss Ava D. Headley
507 Hotel Mayflower
974 Bush 20RIII
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RESIGNATIONS (Tough luck, fellow)

Mr. Andrew O. Largo
793 Elm street 20MV
San Jose 26, California

CODE CHANGES (Cryptic business)

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826 Ticonderoga Drive 20LiIII
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496 Sherwood Way, #2 20LV
Menlo Park, California 94027

DECEASED

Miss Elizabeth Nutting
2441 Russell street
Berkeley 5, California

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Based on the form your editor, then the Convention Publicity Chairman, designed for the 1960 SIA Convention publicity, it is designed to secure our "image signal" on City Desks, when the Chapter has an important event to announce to the public.

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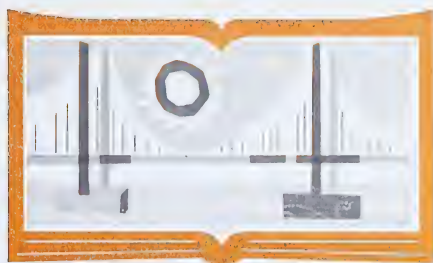
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APRIL 1964
Volume 34 Number 4



SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

THE CURSE OF HOLLERITH

and how I made friends with it!



SPECIAL LIBRARIES ASSOCIATION

San Francisco Bay Region Chapter

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A tiny editorial Corner--

If this issue of the Bulletin seems to have been taken over by computer-consciousness, it is for two reasons: 1) these are the things which are happening; and 2) those who are concerned with more traditional methods seem not to write in anything much. Since the great opening meetings of the year, and cumulating with the Weinberg lecture in January, we have met but once. Officers are very busy in their jobs, spring is here, the pace quickens—already small caterpillars are eating leaves in the live-oak canyons. And thoughts turn to Saint Louis, for those who can make it. And for those who can't, too. The preliminary program, which I have seen, looks good—and there are many diversions planned of a sort which only Saint Louis can offer. (Every city has diversions which only it can offer—even Minot, North Dakota.) And if you go to Saint Louis, chum, you'll find talk talk talk and demonstrations and programs all about the Curse of Hollerith. Happy Diversions!!!

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THE CURSE OF HOLLERITH

and how I made friends with it!

by Egbert T. Thinshell, Librarian, Ergafurbgurb Taffy Industries

I was a dour, withdrawn unmarried male librarian who became a librarian because my complete absence of a personality rendered me unsuitable for employment in the commercial world. Really I wanted to get into the booktrade or to run a stationary store. I loved books! But I learned to love Library School, too. Those were happy months doing imitation reference problems and getting everything neatly in order on catalog cards and in bibliographies. At the end of this easy year there was the reward of professional status, though I really don't know much about anything outside of what I learned in library school—except the minor Victorian poets, which I specialized in during College.

You can imagine how desperate things have become in the library world when you realize that (somehow) I became a special librarian, and was actually hired by a commercial firm to establish library services for it. The salary was fantastic—over \$4500.00 a year, which was more than the small public library branch where I had been working paid its principal librarian. That's why I left the literary subject area. I very much desired to purchase a real hi-fi system to play my small record collection on. And now I could buy more phonodisks, too.

Of course, the firm had no idea what it wanted from library services, but there was lots of talk in Executive Refresher Courses, and also in their literature like *MANAGEMENT MONTHLY* and *EXECUTIVE OUTLOOK* (this is literature?) about the terrible information problem, and how companies need specialized, costly library services to conceal the problem. Thus the firm and I came groping together in the darkness.

I was a poor special librarian because I really didn't know what to do, but the Firm and I muddled about for two years, reasonably happy with each other. The Manager could always show on organization charts that someone was in the library slot, coping away. It got to be an old saw. Then somebody in Data Processing began to read a magazine called *AUTOMATION SYSTEMS* which I had subscribed to because I felt the Manager would be pleased to know we subscribed to a title like that. It was in this fashion that the destruction of my way of life commenced.

One morning the Head of Data Processing and the Manager walked into my office in the library. They both beamed benevolently and carried under their arms thin, technical-looking documents. They had come to orient me to the firm's new project, Infloflow, which was to break the technical information bottleneck (TIB) and pave the way for automation-assured competitiveness (AAC). That last word is, I believe, a kind of business English term, for I do not find it in the new, third edition of Webster—Merriam-Webster, that is. There had been faint rumbles of this earlier, including the fending-off on my part of entirely unwarranted approaches by the Head of Data Processing that I learn to "program". This I considered entirely outside of my professional realm. But now the roof, as well as the foundations (if you will permit a mixed metaphor) fell in upon me. Infloflow required the recruitment of a Technical Information Specialist, who sat between me and the Manager on the organization chart. In this manner I realized that I was, in my present state of development, obsolescent, and did not possess the qualifications that enabled the firm to remain competitive, information-wise, with the research staffs of rival enterprises.



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"Bert!", my two visitors spoke almost as one, "we're going to make a modern librarian out of you—a real librarian! Someone who can earn his keep and do something useful for the Research and Development staff."

Because of the Head of Data Processing's earlier approaches, I sensed at once what was coming, and responded with radiant negativism: "If you mean FORTRAN---"

"Now, now, Herr Buchmeister," soothed the Data Processor in the incorrect German which was his want, "we know that you passed Senior Math in high school, so you could graduate, by using a multiplying pencil which you hid in your crayon box. But gadgets have improved since then, and we want you to know how to use them."

"Look," I remonstrated, "I can't even do my own income tax. I can't balance equations. I'm afraid almost to use my checking account. I'm just a document finder. You must accept me as I am!"

"We love and treasure you," the Data Processor went on very patiently. "That is why we want to save you." This sounded to me very much like Torquemada—but in reverse, for I have always espoused biblio-orthodoxy.

The Manager offered sympathetic council: "Think of it all as just learning another language. You librarians each have to learn two foreign languages, don't you?" The Data Processor was pleased with the analogy, false as it was. "Splendid," he exclaimed. "Think of FORTRAN as another language, one that you use to talk to a computer instead of a foreigner."

"What's more foreign than a computer?" I demanded. "What can I possibly say to a computer?"

"Very simple things at first," he suggested. "You can learn to say FORMAT (2(F 10.4,I4)). Or, READ A(I,J,K)."

As always, when faced with mathematics, I could feel the hairs on my neck begin to stand up, the way an old peasant feels before the Imperial Tax Collector, who with his mysterious reckoning tricks will always make the payments too small, and show that further tithes are owed. "But what does that mean?" I cried desperately.

The two of them again spoke with one voice: "It means whatever you have determined that it shall mean." It is at this point, of course, in algebra, that I always had to drop the class. My colleagues observed my suddenly labile condition and began to withdraw to avoid responsibility for a complete collapse on my part. "Just read these simplified explanations," they urged in departing. "And try some of the problems at the chapter ends."

A few moments later I did pick up the first thin document which they had left behind. It was instructions to FORTRAN IV language. The very second statement in the simplified explanation was that "an integer constant may be as large as $2^{35}-1$, except when used as a value of a subscript, or as an index of DO, in which case the value of the integer is computed modulo 2^{15} ..." In a cold, silent anxiety I numbly mused, "What can this have to do with corporate author entry, See Also references, or the principle of specific subject?" I felt myself assailed by an a-human, unknown process of manipulation, a kind of intelligence as remote from my own as that from another galaxy. If my future lay in such terms as $8 * IQAN$ or $BETA(8 * J + 2, K - 2, L)$, then there was no place in it for me. What would I become?

At this instant in my despairing contemplation the telephone rang deafeningly in my ear, like the pandemonium of an 'abandon ship' alarm. Greatly startled I lifted the receiver unsteadily to my ear, to hear a nasal, faintly sardonic voice that I had not been greeted by since library school days: "This is Dreck!"

"It's all dreck!" I cried in sudden lack of control.

"Man, hang on!" the speaker said. "How are you?"

It was Dreckhart Borkenkaefer, a library school classmate who lasted only until the fourth month, at which time he dropped out, completely unable to master the first principles of our profession—descriptive cataloging and specific entry. He departed from sight and ken. I heard very remotely that for some years he drove cabs, went to bar tender's school ("To get some kind of graduate degree".) and finally in desperation took a Civil Service Entrance Examination and was accepted for training as a computer programmer. In fact, I now learned, he had some time before left the Federal Service, worked for various companies as a Systems Analyst and Methods Specialist for around \$10,000.00 per year. And in this last category, he had been selected by my firm to establish and maintain Project Inflow. In short, I was now talking to my new boss! His first task was to take me through FORTRAN kindergarten, and he was phoning to make an appointment for me.

As the wave of the future rushed upon me, I experienced right there a complete Bibliothekssicherheitszusammenbruch, a bibliothecal personality collapse first described in detail by Ernst Aberwitz in Pathologie des Bibliothekswesen. Immediately I applied for three-weeks vacation, during which time I did all the things one attempts, knowing himself to be dying of an incurable disease. I rested my eroded ego on my favorite sonatas, which I listened to for hours, drinking an adequate little red wine until I fell into a stupor. (My hi-fi set has a special automatic turn off, controlled by an electric clock which will work under water—in case of flood, I presume.) I administered palliatives to my fractured self-image by indulging in theatre performances (fortunately the firm was in a large metropolitan center with an extensive cultural life). And I huddled in the evenings, when not doing other things, in coffee houses, with other frightened refugees from the Curse of Hollerith—like my friend from the bank who has been unemployed for over twenty seven months because of that machine business language that is now on all our checks.

Returning bravely to work from this wan binge, I steelled myself to submit to Dreck's somewhat prep-schoolish instruction, which for a long time after its beginning was really more agonizing than the shock of dislodgement itself. Just as he had never been able to get past the first concept (specific entry), I seemed unable to do the same in this new realm—worse, I did not even know what the concept was for lack of which not even the first door would open. But I did learn a whole lot of other bits of startling information: that what I thought was information retrieval was only document retrieval. Project Inflow was not projected simply to deal with documents. Glumly I had to accept the existence of a world of information which existed entirely outside my profession: laboratory notebooks and reports; case histories; technical instructions and descriptions; and something called raw data (ick!). All this was the stuff from which the materials a librarian handles is generated. And I had not the slightest idea how to handle such things. Least of all was Inflow concerned with things so gross or ancient as to be retrievable in Chemical Abstracts, Engineering Index or even in the Internationale Wissenschaftliche Weltallrundschau der Fortschrittenden Fachgebiete. Until now I would not have recognized an information crisis if I had seen one, for there had been one in my firm all the while!

These new understandings did nothing toward solving the problem which seemed most to threaten me: How was I to think about FORTRAN? How was I to equate the concept of author entry with Dreck's inscrutable expression $A(I,J,K)$? It was with this that I hopelessly tossed at night, and sat glumly at my desk during the day after I checked in the morning's serials and cataloged a few books and pamphlets. Dreck was no help—only a librarian knows what a sacred thing an Author Entry is.

The first great experience came the way it came to Saul on the road to Damascus (Acts IX:3-4, 22:6, 26:13; Gal I:12; 1st Cor 9:11; 2d Cor 4:6; Ph 3:12; 1st Tim 1:13. Just to give the documentation) It came as a great illumination one morning during a coffee break. It was simply that, from the standpoint of a machine system, it is the author which is the variable factor! As a librarian, I now saw, my orientation was to the document, as most distinctly identified by its author. My concepts were of the author as the One Absolute Invariable. After you had determined the form of the author, it was necessary only to look into a big book of subject headings and, having tried to understand the article, fish out the headings that ought to be attached to it—like fleas on a dog. We librarians were completely un-systems oriented.

For the first time I began to break through the great, mysterious barrier that for so long had blocked utterly my profiting from Dreck's competent, if pedestrian, instruction. I could view the problems from the system's point of view, and was greatly relieved to find that the system's mentality, or logic operations, were not any different than my own. It's view of authors as quantities was not unreasonable. If the monthly input was 4000 items, then the mysterious $A(I,J,K)$ was to be thought of as a variable (A) with 4000 values. The first value (I) represents the document in a numerical order, from 1 ... 4000. Each document has one to three authors, as represented by (J), and each author can have up to (K) parts to his name, in this case (K) standing for four machine "words", representing thirty columns on our input cards, punched in Hollerith code. The requirement of K is determined by the structure of the computer itself. In this manner, I began to know what $A(I,J,K)$ stood for; I sensed it, felt it, and understood it as a creature, just like I understand an author entry. I thought of the formula as:

$$A = I1, J1, K1, K1,2,3,4 \quad J2, K1,2,3,4 \quad J3, K1,2,3,4$$

This is only the space in the system provided by our instructions, and this space is used to enter the name of an author, as follows:

$$I1, J1_{K1} = K1 \text{ ANDREW}, K2 \text{ SbJAME}, K3 \text{ SbQUIN}, K4 \text{ CYbbbb}$$

which prints out in a bibliography very simply as ANDREWS, JAMES QUINCY. It gets a little complex from here on, and I think it best not to procede unless we are sure we both speak the same language in these matters. All that printing a simple bibliography requires is to fill all the spaces provided for A with the author names.

Likewise, the subject headings, which we librarians think of as part of the document, are thought of here as part of the system. Instead of pasting author entries and subject headings onto the documents, in Infowflow we fit the documents into the system, author-wise and keyword-wise. And librarians can be of great help in this, I discovered.

After these tremendous intellectual breakthroughs on my part, I began to find Dreck's tutelage galling and uninspired. After all, he was not a true professional like myself, with a graduate degree, but a technician who had mastered a certain tool—even if a complex one. I was the librarian, and was the only one who could imagine ways of using this machine, since Dreck had been unable to stay in Library

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School long enough to understand what he didn't understand. Soon I realized that it was I who telling him what type of an operation the machine needed to be told to do in order to accomplish the printing of a documents index, etc. Shortly I was able to write an elementary FORTRAN IV program, which merely put authors into a large computer and printed them out again. It was just an experimental device to "give me confidence". Later a simple permuting-title program of my design worked out well, and we put in several hundred technical reports for which the various research men had assigned pre-permutable titles. This brought under control of a sort better than none a large part of our backlog. The Manager and the Head of Data Processing were pleased, and I received a promotion. Not as much as Dreck was making, by no means. But I began to envision a day when we would have a real information center at the firm, and when that day came, very likely I should be the one to operate it. Dreck's greater earning power no longer caused me resentment. With Voltaire, I realized that Society will pay engineers more than musicians, plumbers more than librarians, because Society will pay not for what it says it wants, but for what it really does want. And I felt that I could become, at least a little, like what Society wants without ceasing at the same time to be true to my own beliefs.

This experience gave me a new sense of personal power. By discovering how to use Hollerith, I discovered I was still a librarian; that there was a good future for my earlier training. Best of all, the "machines" no longer frightened me. Why it's only a fast moron. It can't make the slightest move without being told in the most exasperatingly minute details what to do. A large clam has thousands of times more originality.

All these new experiences gave my dull personality a new, faint shimmer. I noted that people in other departments appeared to listen to my remarks at coffee break, instead of just being polite. And only recently I became engaged to a shy, withdrawn female librarian who likes classical music, particularly madrigals and free song.

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ACTUElly Speaking---

In December 1963 Dean Swank appointed members to the Extension Advisory Committee of the U.C. School of Librarianship, Berkeley. The Committee held its first meeting on 17 January 1964. Renamed Advisory Committee to University Extension in Librarianship, it consists of six librarians nominated by specific library groups at the Dean's request. These members are William Brett (Oakland Public Library) representing PLECC (Public Library Executives of Central California); Mrs. Elsie D. Holland (Coordinator of School Libraries, Alameda County) representing the Northern Section, California Association of School Libraries; Mrs. Carma Leigh, State Librarian and representing the State Library; William McCoy (UC—Davis) representing the Northern Section of CURLS (College, University and Research Libraries Section of CLA); Robert Meyer (Lawrence Radiation Lab, Berkeley) representing CLA; and Mrs. Margaret Uridge (UC Berkeley) representing the local SLA chapter. Dean Swank charged the Committee to "advise the UC School of Librarianship faculty and University Extension on the development of extension courses, workshops, and other programs."

Bob Meyer was unanimously elected Chairman at the first meeting. There was animated discussion of possibilities and needs in the areas of education both for library patrons and library personnel. Details of the methods whereby University Extension can present classes, workshops, institutes and lectures were explained by Elinor Alexander, Extension Coordinator in Librarianship (and an ex-officio member of the Committee) and Mrs. Elspeth C. Smith, Assistant Head of the Liberal Arts Division of University Extension. As long as the definite restrictions on the awarding of degrees and certificates are in effect, it was emphasized, no one can earn library degrees in Extension, particularly as University regulations prohibit any graduate credit in Extension work.

For discussion on future development, Bob Meyer presented a chart of areas of library populations to be served by educational programs, and of the agencies that could provide these programs. Dean Swank and everyone else responded enthusiastically to this concept, and the Dean commented: "Mr. Meyer's question of distribution of responsibility is fundamental... If we fill out the diagram, we'll solve the national plan for library education."

The Committee met again in February and March. The April meeting will be on the 16th. Most of its time has been spent on two specific areas of immediate import—rather than question of division of responsibility, to which it hopes soon to return. The first immediate need is to draft a policy statement for the University Extension Librarianship Program, delineating its responsibilities and those of its coordinator. This policy draft will be referred to the library school's faculty and particularly to Committee D of the Faculty, consisting of Ed Wight, Mrs. Mae Durham, and Russel Shank, chairman. Suggestions and revisions from these groups will be incorporated into a final draft. The second immediate matter was discussion and approval of a minimal program for the Extension development. This minimal program should include a summer course for school librarians; a short-term, perhaps one day, meeting for librarians and a short-term program for library users in the fall; plus continuation of the now established spring course for professional librarians. To this minimal program will later hopefully be added institutes, workshops and courses as areas of need are determined.

The Committee's members were each individually charged with responsibility to report the Committee's activities to their respective associations and to solicit suggestions for specific courses, workshops, etc. Such suggestions may be given to any member, and will eagerly be welcomed for Committee consideration.

--Margaret D. Uridge



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You missed a BALL!!

Less than 5000 people attended the Joint Meeting of our club with the other ball club, The American Documentation Institute's local chapter. This intimate gathering took place on the Berkeley campus of the University of California at 8:00 p.m., Thursday, March 26. It was preceded by an even more intimate supper meeting in one of the Faculty Club's most intimate little dining chambers--where a paw-full of chapter officers gathered with two of the three speakers.

It is unfortunate that these events were so exclusively attended. The discussion in the Faculty Club was perhaps even more technical, and certainly as interesting as, the meeting itself. Dr. Warheit was in exceptional good form, and indeed, all were aided by the Marchesi di Barola, who was present on the table as a means of dissolving the flour that had been pounded into the Swiss steaks. Dr. Starkweather, the other of the speakers who was able to get over in time for the dinner, sniffed the air at first, to see what kind of creatures we were, and then decided we all had things to say to each other, which we did for the next two hours.

Adjourning shortly before eight to Dwinelle Hall (the only edifice known to us which seemingly was planned by a machine with no human guidance or direction), we found a few faithful and a few curious and a few driven to attendance. One who was driven said to me, "You know how I've always felt about computers. Now they're getting one at the Center! And I'm taking courses!"

Our first speaker, Dr. Arthur Tamplin, Biophysicist, Biomedical Division, Lawrence Radiation Laboratory, Livermore, spoke on his BIOMEDICAL INFORMATION INTEGRATION SYSTEM. As he spoke, he assumed various interesting gymnopaedic stances which we felt had some symbolic connexion with the esoteric subject upon which he was discoursing--the tracing of fall-out (natural and conspired) from the cloud, through the rain, to the ground, to uptake inorganic systems. This is monitored on a world-wide basis. The system used is a matrix, and we cannot go into any description of it in this short space. Besides, we didn't understand it all, being only old card shufflers. Dr. Tamplin did coin a term in his talk which surely ought to receive wider usage. In referring to the usual kind of bibliography which he would find when seeking certain kinds of data and information as "information cesspools", he said that it was the need of a filter for the pure, specific dregs which he needed, that led to the development of their system at Livermore. Many members of the audience did understand it, and there was a lot of technical interest in the question period.

Dr. J.A. Starkweather, Department of Psychiatry, University of California School of Medicine, San Francisco Medical Center, and presently acting director of their computer center, spoke on his BC-QUIC program--which those who use Biological Abstracts and Chemical Titles, and several others, will recognize as a variation on these systems. But Starkweather has also been experimenting with using computers to make concordances and word-counts of psychiatric interviews. Thus (presumably) after the fifty-minute hour, the analyst can later look over the word-count, etc., and discern patterns in the patient's verbal evidence. One is not surprised to learn that by far the most frequently used word in these distress situations is "I".

Dr. I.A. Warheit, Senior Systems Analyst, Storage and Retrieval, IBM General Products Library, San Jose, now concluded the program with a description of the joint Yale-Harvard-Columbia Universities' Medical Library Program, which among other things will provide the three institutions with a union catalog of their medical holdings.

—Fenwick Mumblenews

Duplicate Exchange Lists

The deadline for lists of duplicates will be Monday, May 4, 1964. Please send 30 copies. For convenience in packaging, lists should be on 8 1/2 x 11" paper. Please use as compact a form as possible, typed single space, to reduce the weight of the package and to save postage.

Want lists need not be accompanied by offers. Mention should be made of how long material will be kept before being discarded. If any library finds it impossible to supply copies of its list, the chairman of the Duplicate Exchange Committee (SUTter 1-7700, x2213) will be glad to help.

Sets of lists will be sent to all contributors and to any other librarians who request sets by May 4th. The chapter is paying postage for the lists. **LIBRARIES ARE RESPONSIBLE** for refunding the postage (in stamps of usable denominations) for mailing the publications requested.

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This closing lecture in the current Spring 1964 series will be delivered by Thomas E. Ratcliff, Reference Librarian, University of Illinois. The subject is INTERLIBRARY LOANS AND PHOTO-COPIES.

Tickets will be sold at the door for \$3.00. The fee includes an outline, bibliography and lecture text. The time and place is April 28, University Extension Center, 44 Laguna street, San Francisco, 7-9 p.m. in the Lecture Hall of Richardson Hall.

Further information from Elinor Alexander, Coordinator, Continuing Education in Librarianship, University Extension, University of California, Berkeley, phone TH 5-6000, ex 4559.

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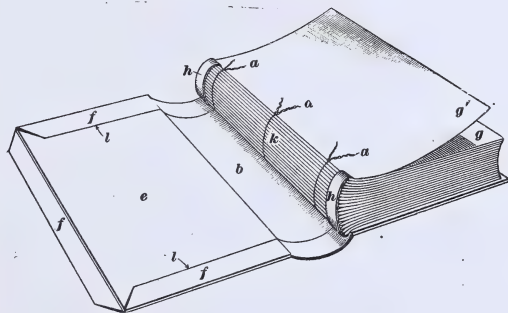
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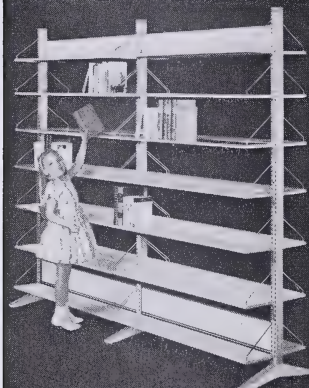
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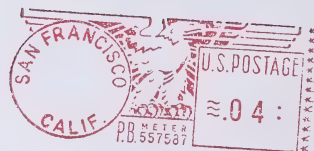
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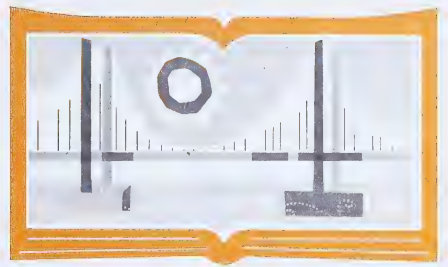
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Place: Ampex Corporation, Technical Library, 401 Broadway, Redwood City
Time: 6:30 - Dinner
8:00 - Program
9:30 - Tour of Ampex Technical Library (optional)
Cost: \$3.65 - New York Steak
Program: "Types and Use of Job and Salary Surveys".
Speakers: Mr. Allen Tabor, Wage and Salary Administrator, Varian Associates
Mr. Gordon Scott, Compensation Services Manager, Ampex Corporation
Program Arranged and Planned by Miss Kathrine K. Johnson, Varian Associates

MAY MEETING

Date: Thursday, May 21, 1964.
Place: California Academy of Sciences, Golden Gate Park, San Francisco 18.
Time: 5:45 - Wine Tasting - Courtesy of Paul Masson Vineyards
7:15 - Dinner
8:15 - Program including Business Meeting
Program: "The Adventure of a Literature Search, an Argosy or Odyssey".
Speaker: Mr. Jack B. Goldmann, Lockheed Missiles and Space Company, Technical Information Center, Palo Alto.

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SPECIAL LIBRARIES ASSOCIATION/



SAN FRANCISCO BAY REGION CHAPTER BULLETIN

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ac has informal line to HL to influence AL's delegation of work between ac & cc.
HL frequently loads ac directly, by-passing AL.
AL has private line to secretary of Marketing, who knows secretary of HL's boss. Uses this as a protest and escape hatch.
cc has private line to HL's boss's secretary. Uses it to get ac out of her hair.
ac has horizontal communication with a clerk in an adjacent division who really has something on the President's son. She has not yet had to use this line of communication.
cc knows what the Board of Directors is up to because she kaffeeklatches with the Board's Executive Secretary's file clerk. She has not yet used this to influence AL.
HL is only staff member who thinks library operates as shown in his organization report. Actually, HL is merely put up with by the rest of staff.

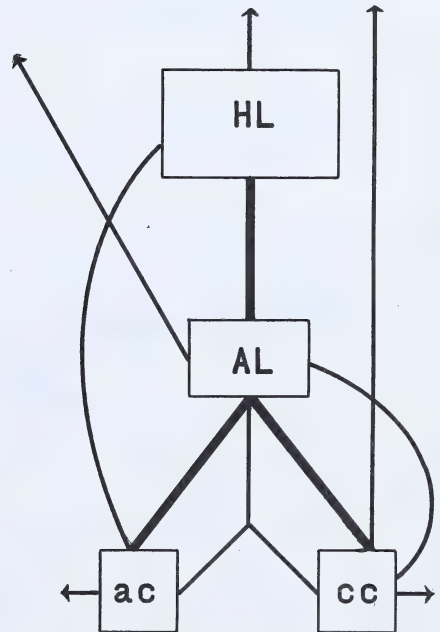


Chart from THE SPECIAL LIBRARY IN ITS ANTHROPOFREUDIAN SETTING, by Luphar Pergola-Mandajaborian

SPECIAL LIBRARIES ASSOCIATION
SAN FRANCISCO BAY REGION CHAPTER
BULLETIN Volume 35 Number 5

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San Francisco, California

A TINY EDITORIAL CORNER---

This is frankly a rump issue of the Bulletin, and that is explained when you consider that it is the June issue, and is being put together on August 3 of (at least) the same year.

President Johnson has had great fortune in finding an editor for next year. While we have no idea what Miss Donna Longstreet may do with the Bulletin, it really matters not very much, since she is just a pleasure to watch. But we suspect she will do very well indeed, evidencing not merely beauty but intelligence as well. It is a pleasure to turn the Chapter Bulletin over to her, and also a fond sigh of relief. For two years I have piloted this frail craft through seas of my own temperament, and it is a good idea now that we start out anew and from a different port.

Perhaps some of you column-promisers will find new, cogent reasons for living up to your promises with our new editor.

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THIS IS THE YEAR THAT WAS

ANNUAL REPORT OF THE PRESIDENT. TERM OF 1963 1964

The year just concluded was another fine one for the San Francisco Bay Region Chapter. Pursuing the national theme of the special librarian as a creative catalyst, we initiated many worthwhile community-wide programs, of value not only to the librarian, but to civic leaders as well.

Administration

The Executive board met five times during the year, and at three of these meetings the Advisory council was also present.

Membership

Again this year we had a healthy increase. With 40 new members, 15 transferring into the Chapter and five re-instated, our membership as of April 20 was 328.

Programs

Our Program committee was a hard-working crew, providing the Chapter with an excellent variety of worthwhile events. These were:

September: A panel on the "Diversity and Depth of Library Services in the Three Branches of the Military." Attendance: 95.

October: "The Department of Defense Technical Information Program", by Walter M. Carlson, Director of Technical Information, Office of the Director of Defense Research and Engineering. Attendance: 90.

November: "Partners in Education", a talk by Dean Raynard Swank, University of California School of Librarianship. Attendance: 70.

December: "Symposium on the Analysis of Library System." An all-day workshop sponsored jointly with the Southern California and San Diego chapters. Attendance: 250.

January: "The Documentalist, the Librarian, and the Scientist", by Dr. Alvin M. Weinberg, former Chairman, Panel on Scientific Information, President's Science Advisory Committee. Attendance: 450.

March: A panel on "New Techniques of Information Processing for the Biomedical Sciences", sponsored jointly with the American Documentation Institute. Attendance: 45.

April: A panel on "Types and Use of Job and Salary Surveys", followed by a tour of the new Ampex library. Attendance: 92.

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May: Annual business meeting, preceded by wine tasting for the benefit of the Scholarship fund, and dinner in the Hall of Mammalian Splendours of the California Academy of Sciences. The scheduled talk by Jack Goldman could not be given.

Education

For the third spring the Chapter, in conjunction with the University of California Extension Division, held a continuing education course. The topic this year for the eight-lecture course was acquisition of special materials. 85 persons paid their tuition and attended. By special arrangement, "Interlibrary Loan and Photo Copy Services", the final lecture of the series on April 28, was held open to the public. More than 200 attended this meeting, paying a special fee. The Education committee is planning to hold another workshop for library assistants this coming September

Bulletin

Five issues of our very popular Bulletin were scheduled for this year. The special features and element of humor that pervades the whole magazine makes it the best and most readily read of such publications. Advertising income was up slightly from our ten regular advertisers.

Publicity

The Committee was very active this year because of the unusually large number of wide-interest programs. Response by the local press was very favorable, particularly for the Weinberg lecture—our major program for the year.

Recruitment

A tea and reception was held in October for University of California School of Librarianship students and faculty. Over 100 attended, enthusiastically bombarding the SLAers present with many questions. In the Spring we repeated the tour of 12 Bay area special libraries for the students. Through individual questionnaires, the students were able to pick libraries of their choice to visit.

Consultation

Five requests for assistance in library organization and practice were received and answered during the year. In one case there is the possibility that the contact may result in the establishment of a new library. It is recommended that next year reactivation of the Subcommittee on Promotion of new libraries be considered.

Duplicate Exchange

Two duplicate exchanges were held this year, with twelve libraries participating.

Salary Survey

One of our major projects for the year was a salary and job description survey. questionnaires were sent out to 85 industrial personnel departments. Academic and government libraries were not included. Returns, though under 50%, were sufficient for valid appraisal. A survey expert regarded the questionnaire as one of the better examples. The results were distributed to participants only. (Editor: They may now be loaned to any librarian who requests them.)

- ADDIS - *Translations*

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Respectfully submitted
Margaret M. Roca
Consultant Officer

REPORT OF THE DUPLICATE EXCHANGE COMMITTEE

Chapter duplicate exchanges were held in December and April. In December six libraries contributed lists and twelve requested them. In April eleven lists were offered and fourteen requested. Mrs. Margaret Marshburn helped send out the fall list and Miss Donna Longstreet assisted in the spring mailing. The only expense was \$6.90 for postage.

Respectfully submitted
Caroline M. Liebrenz
 Chairman

REPORT OF THE EDUCATION COMMITTEE

The Committee held ten meetings during the year. It was very pleased to be given the Wilson award money, which was added to the revolving fund for staging the proposed Workshop for library assistants this coming fall. In cooperation with the Recruitment committee it helped plan for Thelma Hoffman's talk on special librarianship before the current library school class at the University of California. The Committee sponsored the November meeting at which Dean Swank discussed future plans of the School of librarianship. ***Besides working with the University Extension in preparation of the third course in Continuing education for librarians and representing the Chapter on the Advisory Committee to the

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Directory of Trade Journals on Science and Technology

The Committee working on this project have completed compilation of their data and hope to have the publication ready in the near future

Two special honors befell the Chapter this year: the election of Alleen Thompson as Vice-President and President-Elect of SLA, and of Margaret Hatch to the SLA Hall of Fame. Our heartiest congratulations to the both of you.

We had one major misfortune: the resignation and departure this Spring of our President, Ken Carroll, due to job termination. Ken did a tremendous job as President. He will certainly be missed by all of us, both for his hard work and his amplitude of creative ideas.

Respectfully submitted
Marilyn Johnson
Acting president

REPORT OF THE SECRETARY

Since assuming the duties of this office in February, my activities have been sparse. My duties have been largely of a caretaken nature.

Respectfully submitted
J. D. Phillips
Secretary

REPORT OF THE ARCHIVES COMMITTEE

Archival material has been archived in space provided by the Mechanics' Institute Library. These included the Chapter bulletin, Directory and related material.

Respectfully submitted
Isabella J. Nestor
Chairman

REPORT OF THE BULLETIN COMMITTEE

During the previous administration it was decided to publish five, rather than four, Bulletins this year. It is difficult to evaluate the perspicacity of this decision. Despite more frequent appearances, supplementary mailings have been required, thereby achieving no saving in postal expenses. As usual, too many members who accepted assignments for columns and reportorial tasks failed to deliver. Since the problem always is one of finding worthy and interesting material to fill out the Bulletin, it is difficult to see where the five-issue year offers any advantages.

Respectfully submitted
Leffingwell T. Chaffee-Smith
Assistant Editor

REPORT OF THE CONSULTATION COMMITTEE

For several years this Committee has not actively promoted the establishment of new libraries in this area because of the shortage of special librarians. Next year reactivation of the Subcommittee on Promotion of new libraries should be reconsidered if librarians are available in this area. The Committee welcomes leads

University Extension for librarianship (ACTUEL), the Committee was also represented by Roger Martin, with Margaret Rocq as alternate, on San Francisco City College's Advisory committee on a Library technician program. This program is planned to begin in the Fall semester 1964 leading to an Associate of arts for clerical work in libraries.

Respectfully submitted

Margaret D. Uridge
Chairman

REPORT OF THE MEMBERSHIP COMMITTEE

As of 13 April membership records of the Chapter gave the following count:

I Sustaining	7
II Life	1
III Active	237
IV Affiliate	10
V Associate	46
VI Student	19
VIII Emeritus	0
<u>Total</u>	<u>328</u>
New members	40
Membership transfers to Chapter	15
Membership transfers from Chapter	11
Reinstated members	5
Resignations (from SLA)	5
Welcome wagon letters	52
Prospective members contacted	38
(incl. 2 sustaining membership inquiries)	
Letters regarding delinquent dues	76
Members dropped for subversive or unamerican activities	0
Members banned for gross moral turpitude	0
Members arrested for illegal demonstrations	0
Members detained for loitering or suspicious behaviour	0
Members fired for substandard professional quality of work	0
Members found drunk in or around an automobile	0
Members seen in topless bathing suits	0

Respectfully submitted

Marilyn Johnson
Chairman

NOMINATIONS COMMITTEE

The Committee nominated excellent candidates, half of whom were elected. One member left a seat in the Senate to run for President.

Respectfully submitted

Alleen Thompson
for the Committee

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REPORT OF THE PLACEMENT COMMITTEE

The employment situation in the area started off dull and became bleak. At the same time, the lure of the area plus the excellent placement records of preceding chairmen Ray Brian and Doris Lanctot combined to bring increased inquiries. Few positions which were open matched the persons seeking them. And few of the callers and writers seeking work were Chapter members or even fully qualified librarians.

Twelve positions were announced. Seventeen Chapter members and seventeen other local professionals made application to this Committee. But there were thirty six other inquiries from the area. Eight current 1964 graduates approached us. Out of all this activity, there were three placements made.

Respectfully submitted

Jeanne B. North
Chairman

REPORT OF THE PROGRAMMES COMMITTEE

//The essence of this report is given by the Chapter president in her summation above. The report of the Program chairman places the fine details of each meeting in the record, and extends thanks to the many persons whose volunteer efforts made successful presentations possible. Particular thanks was extended to Near-Food Finger Bowl Service of Milpitas for supplying finger bowls filled with a vitamin-reinforced and savory liquid so that Committee members who lost appetite and chewed their fingernails while trying to work out interesting programs would not develop nutritional deficiencies.//

Respectfully submitted

Rose Kraft
Chairman

REPORT OF THE PUBLICITY COMMITTEE

Receipt by the local press of our publicity releases was generally good, particularly for the Weinberg lecture, the Carlson address and Dean Swank's lecture. ***It is recommended that a basic philosophy be outlined for our publicity. What are we attempting to accomplish by our publicity? In what propor-

tions is it: 1) publicity for individual members within their own organization?; 2) to make SLA better known in the business and industrial community?; 3) as a recruitment aid?; 4) to inform the public of interesting events? Should it cover all or some of these areas? And what should the chairman's title be? There are three titles used intermittently in the files: press relations chairman, publicity chairman and public relations director. Do all of these connote the same thing? If not, let's decide what we want the title to be so that future chairmen can visualize their responsibility immediately.

Respectfully submitted
Marian Wickline
Chairman

REPORT OF THE RECRUITMENT COMMITTEE

The two major activities of the Committee for this year involved the University of California's School of Librarianship. In the Fall students were guests at a tea and reception following the repeat of Thelma Hoffman's John Cotton Dana lecture at the School. In the Spring vitis were organized to selected special libraries in the Bay area. The Committee was also concerned with the setting up of exhibits, the distribution of recruitment literature, and correspondence with prospective recruits.

Respectfully submitted
Howard D. Gholston
Chairman

REPORT OF THE ADVERTISING MANAGER (slightly misfiled)

An embarrassing error last year had to be compensated for this year. In 1962-63, one of our advertisers paid all year for the advertisement of a rival firm of almost the same name and never received a copy of the Bulletin to discover the bilking he was getting. The error was corrected this year and handled with incredible tact, diplomacy, jocularly and effusive bonhomie on the part of the Bulletin editor and Advertising manager. In fact, he was so placated as to buy a larger add for the whole present year. Altogether Advertising and new subscriptions brought \$285.00 into the Chapter treasury during 1963-1964.

Respectfully submitted
Raphaella Kingsbury
Advertising manager

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TO: Head librarians, library managers, etc.
FROM: Margaret D. Uridge, Chairman, Committee
for Education
SUBJECT: Workshop for library assistants

DATE: 30 June 1964
Ref.: EC45:m#6vm+7
B:c $\frac{1}{2}$ =.6/3476ⁿ
&smrd,2:A*/1+

You are invited to enroll members of your staff in the second Two-Day Workshop for Library Assistants, presented by the Education Committee, San Francisco Chapter, on September 10th and 11th (Thursday and Friday) at the University of San Francisco's Gleason Library. ***Send especially those new to library work, and those whom you hope will, by their awakened interest and knowledge, become long-term library staff members. Experienced library assistants will be welcomed also. In the first Workshop two years ago, experienced assistants contributed a lot to the discussions and claimed to have learned a great deal as well.

DATES: September 11 and 12, 1964

FEES: \$25.00 per person (includes luncheons and coffee-breaks)

TIME: 9:00 a.m. to 5:00 p.m., daily

PLACE: Gleason Library, University of San Francisco.

Registration Deadline: September 1. Registration
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PROGRAM: Four speakers, with laboratory and discussion sessions after
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The place of the Library assistant.

Speaker: Mrs. Margaret D. Uridge, Head, Interlibrary
Borrowing Services, University of Calif.

II. Aquisition of Library Materials. Selection.

Dealers. Orders. Interlibrary loans. Periodical subscriptions. Other materials.

Speaker: Mrs. Charlotte C. Owens, Librarian, Lockhed
Missiles and Space Co., Palo Alto, Calif.

III. Processing of Library Materials. Cataloging & Classification. Card catalogs. Routing.

Speaker: Miss Marjorie Griffin, Librarian, IBM Advanced Systems Development & Research, San Jose, California.

IV. Library Services. Scanning literature. Reference. Circulation. Abstracting. Public relations.

Speaker: Mr. Robert Meyer, Librarian, University of
California Lawrence Radiation Laboratory
Library, Berkeley, Calif.

Enrollment forms will be mailed in July. You may also contact: Miss Regina E. Chadwick (UC Medical Library= PR6-9400) or Mrs. Margaret Rocq, 1563 Shrader St., San Francisco 17 = LO6-8394.



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audience had to mill about and form discussion groups based on size of staff. For each group other amateurs were selected as discussion leaders—I was one of them. In the discussion periods some groups managed to discover what they already knew; but others got hopelessly confused about what they had thought they knew and left knowing less than when they went in (a la Omar, but less poetically). The third General session heard selected leaders report back to the Committee of the Whole what Dr. Green had said the day before. I think stunts like this not worth the effort, which is considerable.

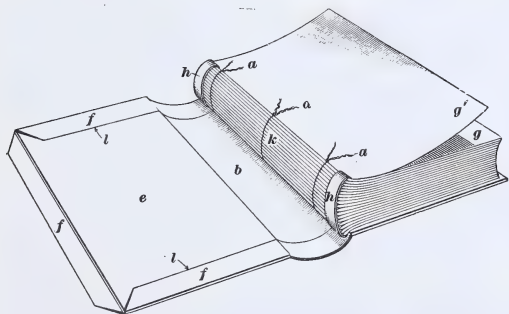
These observations may seem like the grossest unappreciation. There is a consensus about meetings and conventions (in all professions) that all the volunteer work by all the good people must be recognized and applauded. Well—sometimes in our appreciation of the hard work of Committee members we forget to ask what the results were, and include them in praise of the work. The means and the ends become merged. People can work like hell and with enormous devotion. This never guarantees results. And our host chapter did indeed work devotedly. In fact, the accomplishment of the St. Louis chapter cannot be appreciated without remembering that it is a small one and that it has to do double-duty this year. For as soon as our convention was over, each SLA member in St. Louis had to put on his ALA badge and stand post for the immediately following BIG convention, which is three or four times larger than our own. But during our own meetings, there was no evidence in the planning, execution and presentation of our events that this second avalanche was on its way.

The many details of the convention are more than one person can capture, though our Burt Lamkin had just that assignment—he was convention recorder! What continues to occupy me is that lamentable phrase "creative catalyst." It is symptomatic of some of our profession's ills, and of our society's, too. During the late Eisenhower administration, our intellectual and artistic milieux were criticized for a lack of creativity—indeed, many felt our people yearned for more creative roles in their lives. But what then is creativity? A key to this may be remarked in the action of

Sears Roebuck in the appointment of that egregious lover of the good life, Mr. Vincent Price, as their Art and Painting scout for a Sears line of original objets d'art. Creativity is thus a brand name like Silverstone, Marvel, Allstate and Kenmore.

I submit that librarians, if they are good librarians, are creative. No need to call attention to it. Our creativity is not expressive of personal formulation as in graphic arts. We perform many synthesising operations which create meaning and order where none was before. That's what creativity is—putting chaotic elements into a fabric which communicates a meaning. Art consists of drawing a line someplace. If you yearn for spectacular, personal creation, try another line of work. Meanwhile, let's do our own work without glamorous sloganeering on our own behalf.

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MEET WHO IN SAINT LOUIS?

During the summer months a journey into the natural steam bath of the American interior is undertaken by a native of the cool Pacific slope with mixed feelings of excitement and dread. But so long as our National conventions cannot be held in early May or during October, these penetrations must be made. Thus in the mid-afternoon of June 6 of this year I stepped out of my air-conditioned Wabash Pullman into the heavy, Mastadon-like heat of St. Louis' great Kaiserhof Station. Immediately all the creases in my drip/dry suit disappeared; my collar and tie became heavy with moisture and began inexorably to expand about my throat like a hot rice pudding; my armpits turned into primaeval, dripping quagmires, and my heart palpitated alarmingly. In this swooning condition I was rushed by ambulance to the S*****-Jefferson hotel, which hulked and flickered in a sea of boiling asphalt. By local standards it was a mildly warm Spring day. For the next week I avoided these mild spring days and ventured into them only when unavoidably necessary. We lived an insulated life in the great hotel, sprayed constantly by humid breezes which hissed or rumbled out of large pipes connected with the enormous cool-aid fountain on the roof. This is not exactly air-conditioning as the Texans practice the art. But then Texans except on the gulf do not ordinarily experience 97% humidity.

On Sunday, promised chartered, air-conditioned busses, nearly everyone who had arrived this early for the convention got out to the open house at the Pius XII Memorial Library of St. Louis University. While Catholic institutions generally serve wine and cookies in the morning, we afternoon pilgrims were content with tea and refreshed by an excellent punch. The library building is new and satisfying. Virtually every chair, table, stack and room which held a space to which a commemorative plaque could be affixed bore the name of a donor. It is handy to have quantities of faithful, living and deceased, lavishing gifts upon a library. I thought of our friends in profane institutions, and the grubby and often humiliating battles so constantly in progress against Neolithic mentalities and reluctant civic powers to assure adequate support and intellectual freedom for the growth of library services.

Our convention this year was burdened with an unfortunate theme—from its announcement last year it struck me as specious, amateurish, technically questionable, and superfluous. Many of the sessions felt obliged to involve the theme somewhere in their programs—for example, the Metals division's CATALYTIC ACTION OF LIBRARIANS IN DISSEMINATION OF INFORMATION. Despite the title, the subjects covered were much the same as in the past. But the principal objection seems to me that structurally I doubt very much if the role which technical literature plays really is that of catalysis, since the literature, if it does anything will add something to the process which was not there before the piece of literature was examined. So why all this striving for effect?

Dean Don Swanson was stuck with the theme in the title of his keynote address to the first General session on Monday—"THE EDUCATION OF A CATALYST". He did not seem much taken with it. Surveying the audience with a cold, tiercel eye, and in short, IBM-like sentences delivered with a strange chiaroscuro effect, he suggested librarians look to the catalysis of their libraries and information systems, rather than seeking to be earnest Wagners aiding the nuclear Fausts of our day.

At the second General session we learned that we are also Managers. And Management, as all who manage know, may turn from catalysis into catalepsy at a moment's notice. It would have been nearly sufficient to have let Dr. Daniel M. Green, Vice-president of the Research and development division of Grove Laboratories, talk a little longer than he did, and then have questions from the floor. But in order to keep abreast of ALA and their little novelty last year in Chicago, we had to drag 800 amateurs into the show. After Dr. Green's wonderfully lucid and succinct half-hour presentation, the

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Stanford University Libraries
Stanford, California 20LiIII

Mr. John A. White
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Miss Deborah Teck
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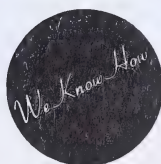
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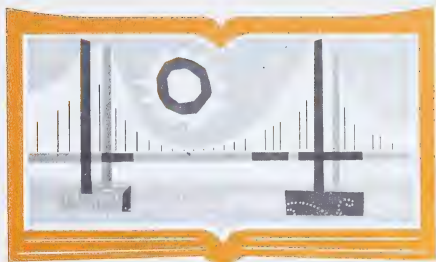
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(formerly:
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SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

WORKSHOP FOR LIBRARY ASSISTANTS A SUCCESS!

The second Workshop for Library Assistants, sponsored by the Chapter, was successfully held Sept. 10-11, Thursday and Friday, at the University of San Francisco Gleeson Library. Sixty-seven attended, representing forty-four organizations of which twenty-six were special libraries (thirty-four individuals representing them), ten were public libraries, including county, municipal and the State Library (total of twenty-four people), and eight college & university libraries, and one individual not representing a specific library.

Many of those attending spoke enthusiastically of the smooth operation of the Workshop which was due to the efficient organization of Jean Chadwick, responsible for the multitude of details in its management; and Margaret Uridge, Charlotte Owens, Marjorie Griffin and Bob Meyer (all Chapter members), were enthusiastically received and, according to the evaluation reports received afterwards, apparently put their points over well to their audience.

As with the first Workshop, given in 1962, this one was divided into four main topics, each given in a half-day (with a mid-time coffee break). The topics given, in order (by the speakers as listed above) were: The library in general, with points on its history, types of libraries, general organization and personnel; Acquisition of materials, including cataloging and classification; and Library services to the clientele, including reference and circulation. A moving-picture on the Library of Congress, and one on telephone manners, and slides on catalog cards were audio-visual aids in enlivening the sessions. Lunches were excellent, as is usual at USF conferences, and--at the suggestion of participants of the 1962 Workshop--this time the tables were hosted by the speakers, the two co-coordinators, and Chapter members Ray Brian, Alba Eldredge and Nello Kearney--the latter two also assisting in registration.

The USF Library generously lent books to show the participants as the speakers referred to them. Sister Mary Alma, Director of the USF Library School Program, and Dr. Vincent P. Wright, Dean of the USF College of Business Administration, represented USF on the program. Sister Mary Alma also acted as a hostess at luncheons.

Margaret Uridge,
Education

SPECIAL LIBRARIES ASSOCIATION
San Francisco Bay Region Chapter

BULLETIN, Volume 35; Number 1

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Certainly we all appreciate the fine work which Bruce Yerke has done during the past two years as the Bulletin editor. It is believed he will do an equally fine job in his positions as chairman of the Membership Committee and as Vice President. In the next issue of the Bulletin, we will again be treated to his excellent writing (and possibly his humor). He has agreed to report his observations of the American Documentation Convention which he is attending this month in Philadelphia.

Contributions to the Bulletin are eagerly sought. It is hoped the membership will not wait to be contacted, but will volunteer to write copy and to suggest topics of interest to the membership.

The Bulletin will be published five times, October, December, February, April, and June. Material should be submitted to the editor of the Bulletin by the first day of each of these months.

I want to thank the contributors of the October Bulletin. Hope to hear even more from you in the future!

--Editor

CHAPTER MEETINGS

The September Chapter Meeting was held on Wednesday, Sept. 23, at Kaiser Center in Oakland, California. Speakers for the evening were two attorneys, J.H. Griffin from Ampex and D.O. Winslow from Shell Development Co., who spoke on the copyright law. They were quite informative and we certainly want to thank them for joining us.

There will be no October meeting, but there will be a early meeting on November. On Monday, November 9, President William S. Budington, Associate Librarian at John Crerar, will meet with the chapter members. This will be a dinner meeting at the Canaba Motel, Palo Alto, California. There will probably also be a luncheon on Tuesday, November 10, somewhere in the East Bay. Membership will receive notice in the mail giving more details.

For information regarding the joint SLA California meeting on November 7, see Phyllis Anderson's contribution on page 9.

There will be a board meeting on November 2. Any member who has a problem which he feels should be discussed, contact Marilyn Johnson.

--Editor

WE HEREBY RESOLVE...

September again, and time to help bring true all the good resolutions our new board has made:

- 1) To spur more people into greater activity;
- 2) To make our meetings more vital;
- 3) To continue the fine work of the Education Committee;
- 4) To review our procedures and bring them up-to-date;
- 5) To put into orbit the Union List of Serials Project;
- 6) To win the Wilson Award again;
- 7) To finalize the publication of Sci-Tech House Organs;
- 8) To interest more library students in special library work;
- 9) To become acquainted with all of our chapter members and their libraries;
- 10) To establish new special libraries in the area--offering better jobs and higher salaries to our members;
- 11) To recruit more members from our own library staffs;
- 12) To give our new national president-elect the greatest possible support;
- 13) To have fun.

It promises to be a gay and busy year. Why don't you join in the excitement.

Marilyn Johnson
President

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Union List	Mr. Mark H. Baer
Wilson Award	Mr. Mark H. Baer

Publication Committee Report

The Publications Committee has spent a summer of activity, in which our own committee organization constituted most of our efforts. A preliminary draft of a chapter style manual has been prepared and is ready for use. Since this is a new committee, a word about our responsibilities is in order. Briefly, we will see that projects worthy of publication will be published either by the Chapter locally or the Association nationally. A chapter working on a project is responsible for all text material and the major portion of editorial work. Any editing required after acceptance for publication becomes the responsibility of the Publication Committee; however, close liaison will be kept with the originating committee in textual changes. The Publication Committee will be glad to lend its energies in any of the stages of preparation of projects, from planning to completion. July Fair, TIS Stanford, Joe Anderson, Ampex, and I are presently concerned with the publication of the Spring U.C. Extension series on Acquisition of Special Materials. The recent seminar for library assistants and the union list of house organs will be worked on as inputs are received. Other committee chairmen are invited to contact me if they have need of this committee's services.

W.C. Petru, Chairman
Publication Committee

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H. W. WILSON COMPANY CHAPTER AWARD, 1965

The H. W. Wilson Company has announced the theme of its annual award for 1965 to be:

INFORMATION RESOURCES DEVELOPMENT AND COOPERATION

In defining this theme they cite as examples of the activities by which resources have been cooperatively developed, the S.L.A. Translations Center, membership directories, union lists and duplicate exchange programs.

The Award Committee further suggests the "need for identifying the resources in the geographical area of the Chapter, identifying the information needs, and organizing a program for developing and strengthening these regional information resources."

The San Francisco Bay Region Chapter has:

1. An active duplicate exchange program, currently under the direction of Nancy J. Woolley.
2. A Union List of House Organs, soon to be published under the direction of Eugenia Ironside.
3. A newly appointed committee to be responsible for the publication of a revised edition of the Union List of Periodicals in the San Francisco Bay Region, under the direction of Mark Baer.

These activities affirm the current Wilson Award Theme. It is likely, however, that Chapter Members may have additional programs to suggest which would not only strengthen our entry for the Wilson Award, but would also bring us the benefits of increased availability and utilization of our combined information resources. Suggestions from members should be sent by mail, or made by phone call to

Mark Baer, Ampex Corporation
401 Broadway
Redwood City, California 94063
Telephone 367-3360

The Chapter's Wilson Award Committee will review these suggestions and make appropriate recommendations for their implementation to the Chapter's Executive Board.

All members are urged to cooperate, not only in helping to achieve the Wilson Award for 1965, but in assisting to make our duplicate exchange program as well as the new Union List of Periodicals program successful and worthwhile Chapter activities.

Mark Baer, Chairman Wilson Award Committee &
Chairman Union List of Periodicals Committee

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The deadline for "Duplicate Exchange Lists" will be Friday, October 30, 1964. Please send 30 copies. For convenience in packaging, lists should be on $8\frac{1}{2} \times 11$ " paper. Please use as compact a form as possible, typed single space, to reduce the weight of the package and to save postage. Want lists need not be accompanied by offers. Mention should be made of how long the material will be kept before being discarded.

Sets of lists will be sent to all contributors and to any other librarians who request sets by October 30. The chapter is paying postage for the lists. LIBRARIES ARE RESPONSIBLE FOR REFUNDING THE POSTAGE (in stamps of usable denominations) for mailing the publications requested. If you have any questions, contact the chairman of the Duplicate Exchange Committee, Nancy Woolley (phone: 326-6200, ex. 2637).

To receive lists, please send your name and complete mailing address to:

Nancy Woolley
Standard Research Institute
Interlibrary Loan
Menlo Park, California

SLA PROGRAM AT CLA CONVENTION IN LOS ANGELES, NOVEMBER 7

The three California SLA chapters will hold a one-day joint meeting at California Library Association's 66th convention, in Los Angeles on Saturday, November 7 at the Ambassador, convention hotel. The traditional meeting of Southern California and San Francisco chapters and more recently, San Diego will begin at 10:00 AM, followed by a luncheon at 12:30. Miss Edythe Moore, President of the Southern California Chapter, will preside. Elizabeth Guethelein will be San Francisco's official representative.

If you are planning to attend this meeting, please contact Phyllis Anderson,

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PROGRAM

"Recent Developments in the Copyright Law"

Speaker - Mr. Warren Patton, attorney-at-large,
associated with Fulwider, Patton, Rieber, Lee and
Utecht, specializing in patents, trade-marks and
copyright.

"The Present Status of Photographic Service at UCLA"

Speaker - Mr. Harry D. Williams, Head, Photographic
Service at UCLA Library.

"The Need of Special Libraries for Access to Large Research Libraries"

Speaker - Mrs. Margaret N. Sloane, Space Technology
Laboratories, Inc., Redondo Beach, Calif.

Phyllis J. Anderson
Joint Meeting Committee

EMPLOYMENT

The Chapter's employment committee chairman, Roger M. Martin, Shell Development Co., Emeryville, has a number of interesting jobs which he is attempting to help fill. Librarians who are interested in employment opportunities should contact him. The following is one of the many positions which he has open.

Agricultural Reference Librarian, University of California Library, Davis, California. Librarian III, salary range \$7428-\$9480. Several years appropriate experience plus some academic training in science required. Develops book collection and provides reference service for agricultural sciences and related fields. Rapidly expanding general university library. Good opportunities for professional advancement. Apply J.R. Blanchard, University Library, University of California, Davis, California.

Your attention is also called to the Changing Times article which appeared August, 1964, p.30-31, "The Crying Need for Librarians."

--Editor

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Mrs. Lieselotte W. Fajardo, Varian Associates, Palo Alto, has agreed to serve as the Sci-Tech Chapter Representative for the Bay Area. As chapter representative, she will serve as liaison between the division and the chapter,

Any member with Sci-Tech. questions should contact this representative.

--Editor

Participating Libraries

in the Workshop for Library Assistants

Alameda Free Library	Syntex Laboratories
Ampex Corporation	United Community Fund of San Francisco
Burlingame Public Library	University of California
Calaveras County Free Library	General Library
California Research Corporation	Institute of Transportation &
California State Library	Traffic Engineering
California State Polytechnic College	Lawrence Radiation Laboratory
Children's Hospital of San Francisco	Medical Center Library
College of Marin Library	Library. Davis
Dow Chemical Company	University of San Francisco Library
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Hastings College of Law	
Hexel Products	
Humphreys College	
International Engineering Co., Inc.	
IBM Corporation, GPD Laboratory,	
IBM Research Library	
Kaiser Aluminum & Chemical Corp.	
Kaiser Engineers	
Lassen County Free Library	
McCormack Selph Association	
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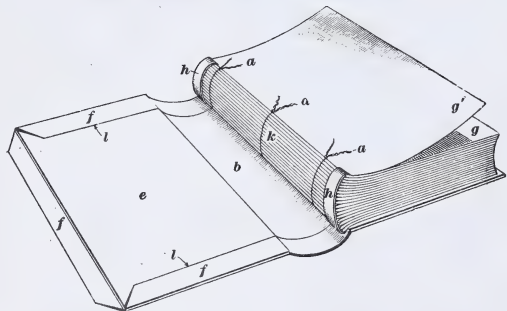
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NOTES FROM HEADQUARTERS--

A 10% discount will be given to jobbers who order 1-4 titles published by SLA; a 20% discount for order of 5 or more copies of the same title. No discount will be given on subscription orders for the Assn.'s journals.

1965 Convention Chairman, A.L. Nicholson, requests abstracts of possible papers for review and selection prior to the issuance of the preliminary Convention program. She is interested in papers to be presented at the Convention reporting research efforts and studies of interest to the profession. For more information, see Sept. Special Libraries.

\$500 Rockefeller Foundation grant was awarded to permit Dr. K. Baer, Librarian of the National Housing Center Library, to attend the Sept. 14-18, 1964, International Federation of Library Assns. in Rome.

Scientific, technical, engineering, medical, health, and management associations as well as colleges and universities that sponsor institutes in these areas, are reminded they should regularly send information about their forthcoming meetings, etc., to the Editor of Scientific Meetings, Mr. W.R. Holleman, 2069 Sea View Ave., Del Mar, Calif.

American Translators Assn. will hold its 5th anniversary meeting at the Drexel Institute of Technology in Philadelphia on November 20-21, 1964. Convention theme is "The American Translator Comes of Age."

National Science Foundation gave a \$27,100 grant to SLA for its sponsorship of an exchange of visits between Soviet and U.S. special librarians in the science-technology field.

Publications: Insurance Librarians have compiled Insurance Periodicals Index. Aerospace librarians's new publication, Proceedings in Print, cost \$20/yr.

--Editor

New Members:

Mrs. Madeline Alverson
Library
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995 Market Street, Room 810
San Francisco, Calif.

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1825 Francisco St., Apt. D
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Mr. Russell Shank
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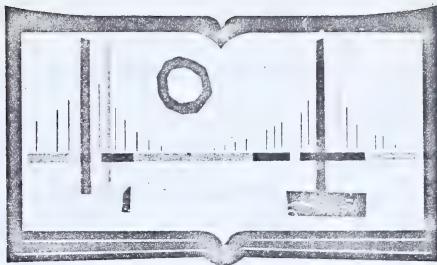
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Mr. Michael Doerr
3852 Division St.
Los Angeles, Calif. 90065



Mrs. Amy W. Rose, Libn.
Pillsbury, Madison & Sutro
225 Bush St.
San Francisco 4, Calif.



SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

Abstract of speech given by Mr. William S. Budington, Pres., Special Libraries Assn., to San Francisco Bay Region Chapter on Monday, Nov. 9 at the Bar Assn. Lounge in San Francisco.

PHASING OUR FUTURES

Each member of the Special Libraries Assn. in different chapters and in various locations has three common possessions--interest in SLA as an association, our part as members in it, and our place in librarianship. These three common possessions have changed in 55 years. A succession of futures have been faced; a series of phases have been experienced, as our various futures have been met and merged with the past.

First, how has SLA changed? Our objectives, as reflected in the Constitution and Bylaws, have grown from general "interests" to the full utilization of knowledge. This is built on carefully structured methods, increased knowledge of ourselves and our professional skills, awareness of new developments and recognition of the total world of information handling. In this total world, we have grown from an organization largely concerned with mutual support and comfort of the members to one of high stature. We have had to grow for too much is happening to retain only parochial interests. And we must continue to grow. We watch other organizations occasionally take on dimensions which overlap or overshadow or ignore our own areas. There will, one hopes, be many future versions of our Bylaws objectives. It is up to us whether SLA is a trade or professional association.

Membership in SLA is a changing concept, too. From its beginning, we have been a bottom-up group, not a trickle-down organization. This is one of our real strengths and is much envied. The organizational pattern and the energy and drive of the members are our two real strengths. Publications are still a mainstay of our existence. As our profession and as our needs grow, our projects increase apace. We need to bear in mind, then, that our needs and ambitions are at the stage where business-like operations and careful management on a large scale are increasingly advisable. But we will remember, too, that it is the individual inspiration and initiative which starts small that is important. And that the single member must always be concerned with any operation having to do with him professionally or his profession as a whole. The member's part in association affairs is the implementation of his status. Only by taking active interest, lending his advice, expressing his opinion does he earn the right to criticize or, hopefully, to feel proud. The single voice tends to get smaller as the organization gets bigger, but it is necessary to sense the unity of purpose of several voices, or of many, for constructive progress. The strength must continue to flow up, rather than power flow down. Only by continuing to provide this infusion will we have a successfully and sensitively governed organization. An informed member is essential to this philosophy.



BULLETIN, Volume 35; Number 2

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The next San Francisco Bay Region Chapter meeting will be Tuesday, Dec. 15, at the Shadows Restaurant (213 2d Ave., San Mateo). Cocktails at 5:30; dinner at 6:45. The program, which will begin at 7:45, is "The Adventure of a Literature Search, an Argosy or Odyssey," presented by Jack Goldman. Reservations must be in by Thursday, Dec. 10. (to H.D. Gholston)

--Editor.

News of chapter members--present and past--is appreciated for the Membership section of the Bulletin.

Have any ideas for the Bulletin?
Let us hear them!

--Editor.

-ADDIS-
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Our Bylaws espouse communication between members, not to members. Not top-down, but up and across and diagonal as well. Our association benefits most from coordinated, systematic and representative action in our groups. We are both a part of the structure and builders of it. And so, the characteristics of our membership participation pass through various phases, too. We continue the vital activity of the individual and the small group. We also add the corporate-level phase, as the magnitude, cost and importance become of national and even international significance. In our association government, we become a democratic republic.

Third element we all have in common is our membership in the special library profession. The first phase in our personal future is to gain some awareness of developments outside our own small box. New techniques and theories may be considered non-good because they originate with non-heroes, the non-librarians. An important early phase of our future, then, is the educational phase. The next phase may be the trial phase which is daring because it means receptiveness to change. As members of a total profession, how do we relate to our brethren and have any knowledge of their work? By our nature as a vital resource in a competitive industrial work, we become proprietary property. At the moment, nobody knows much about us. And to this very unfortunate extent, we tend to be quite parochial in our own range of knowledge and interest. To an increasing extent, our professional bench mark must be related to the many resources on which we depend and how we use them. As the network concept develops we will find our professional competences changing and our little niches being remolded to suit the new structures.

Special Libraries Assn. took stock of its changing boundaries a few years ago in setting for itself certain goals. This was recognition of phases and changes still to come and how we might best meet them. Tonight, we have noted the various phases of our association--how it has developed its objectives over the years, achieving stature, purpose, new goals and a unique character. The integrity and initiative of the individual members are the basis for responsible, progressive activity of the Association as a whole. Our positions in the profession of librarianship are shifting, too. We are changing from a group which prides itself on its differences, to one which builds strength from unique characteristics, but recognizes other strengths as well. We may set requirements and standards which identify and define our particular strengths, but we keep our minds open to new contributions, new relationships, new areas of work, study and research. The phases of our personal futures are up to us--the extent to which we welcome them and plan them. Only thus can we determine that special librarianship will not be phased out of existence, but will be in phase with our world's future.

--Editor.

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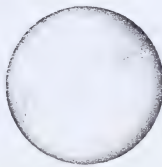
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Last year in Chicago it was easy to come away from the American Documentation Institute's annual meeting with nineteen typewritten pages of notes--so rich was that gathering. This year the meeting failed to catch my interest--which is no criticism of it--and my promise to cover the event for our Editor has become rather a plight. But many who attended felt this year's session was lacking somewhere. The unexpected death of Hans Peter Lohn can hardly have been without some disorganizing effect. Then through a fluke of non-communication, Allan Kent scheduled a session on "Electronic Information Handling" at his Knowledge Availability Center that coincided perfectly with the ADI meeting and necessarily drew some people away from it. This unfortunate congruence may have been precipitated by the extremely late date for announcement of the meetings in Philadelphia. In many cases programs and registration information were not mailed out until two weeks before the event itself--mine caught up with me in North Carolina. And finally, at the Sheraton Hotel itself there was Mr. Sheraton's brand new ventilating system, which hissed and rumbled like a flatulent tapeworm in a paper tiger. This made following the delivery of formal papers extremely wearing. As you see, I have next to nothing to report from Philadelphia.

There are however aspects of the American Documentation Institute which can well concern every member of SLA, and I quote from the ADI Newsletter, Nov.-Dec. 1964, p.3: "...The developing relations with Special Libraries Association and the progress of the Joint Operating Group were described [at the ADI Council meeting in Philadelphia], and, in particular, the progress of a joint proposal for publication of a newspaper for information science. It was reported that the SLA Board of Directors has expressed its confidence in the feasibility of the proposed publication and its desire to cooperate with the ADI in support of a pilot issue of this newspaper. ..." (The Joint Operating Group was formed last year between SLA and ADI as Bulletin readers may recall, but vide Special Libraries 54 (1963) 7:462.)

Now among SLA members who are not also ADI members, there has often been found, if not an hostility, a diffidence toward "those others", and in all too frequent instances the attitude of a minority (thank God) has resembled that of the Luddites. (The Luddites in the early 19th century sought to destroy the machines of the first industrial revolution; these early Goldwaterites are not to be confused with the library iconoclasts, who only want to destroy Dewey.) Just what this diffidence (aside from pure laziness and craven pseudo-professionalism) consists of, has never been defined at a crisp, structured, technical level. Sometimes even that doesn't help, as for instance: "I believe that it is bad to have contact with ghosts not because I am afraid of the supernatural but because ectoplasm tends to destroy the body vitamins."

Fortunately for all of us, since ADI and SLA appear to be on a path which some would call a collision course and others a marshalling of forces Treffpunkt, Isaac Welt, Associate Editor of American Documentation, puts his finger on a significant facet of the problem in an editorial for October:

"The term 'documentation' is now somewhat unfashionable. It has...been largely replaced by 'Information Science', but this is only half the story. The theoretical and untried has, within our Society...gained ascendancy over the practical and the workable.

"Information Science is the newest of our social sciences. It deals with the problems of communication by means of the written word... It is not terribly concerned with the subject matter to be communicated. [Italics mine] Instead, it creates theoretical schemes for the handling of all information, from Anatomy to Zoology. It exalts 'know-how' over 'know-why'. It is mostly computer oriented.



"Science Information...is the handmaiden of the physical and natural sciences. Its practitioners are special librarians, chemists, physicists and biologists who are strongly subject-centered... As a result, its methods are empirical and pragmatic. It enlists the aid of electronic computers only when absolutely necessary..."

Most of us who function as librarians find it nearly impossible to think of information in the abstract, i.e. "information science." We are strongly, in fact inextricably, subject-oriented. It is very useful to be subject-oriented but it also spotlights one of the weakest links in our pretensions and claims to professional status. We are long on praxis and weak on principia, despite all the first principles drilled into us in library school. In subject cataloging and classification, outside of those useful precautions on specific entry, and a host of syntactical conventions for division of place by subject, subject by place; form divisions; and theories of filing order, etc., etc., there just isn't much! Our rules of praxis resemble handbooks for carpenters apprentices and other higher trades and crafts; they do not resemble the handbooks to hard-core professions. As a "profession" we have been unable in more than half a century to solve so basic an issue as the classified catalog vs. the alphabetic, and recent data from studies designed to test existing index systems tend to indicate that any one of about as efficient (or as inefficient) as another.

In considerable contrast to this craftsmanly picture, through sheer audacity, are the information science Merlins, with their machines and mathematics, who propose that the content of an information field is not the fundamental retrieval problem. What they are saying is that a theory of information is possible, which can handle information phenomena. If this can be demonstrated, then information science will have done for "library work" what chemistry did for alchemy. Since many phenomena which previously were thought to require separate and irreconcilable laws or principles for their explanation (such as Celestial versus Terrestrial mechanics) were found by crackpots like Newton and Einstein to conform to generalized principles--my bet is that the information science people will prove to be on the right track. The handwriting is being put on the wall now--better be ready to read it!

---T.B. Yerke

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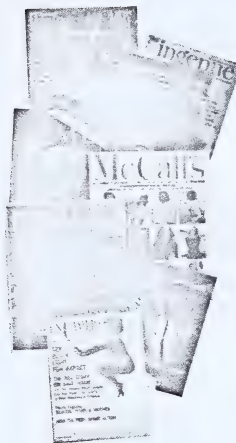
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CHAPTER UNION LIST

The Chapter union list of house journals in the science and technology field will soon be ready for distribution. The lists are available upon request for just 10¢ in stamps (mailing cost) plus a mailing label--a real bargain... (See coupon below)

The publication covers the holdings of 22 chapter Sci-Tech libraries. Listed are approximately 175 titles issued by 135 companies. These titles cover a wide range of subjects in the field, include foreign as well as domestic publications and, for the most part, do not appear in any of the standard periodical guides.

The compilation is in two sections--journal listing and company listing. In the journal section, titles listed are followed by the name of the issuing company and holdings of contributing libraries. The information in the company listing includes the company address and a list of its publications.

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CHAPTER ACTIVITIES

Workshop Unscrambled

Margaret Rocq handled the introductions and overall planning with the assistance of the other members of the Chapter Education Committee for the second Workshop for Library Assistants.

Speakers were Margaret Uridge, Charlotte Owens, Marjorie Griffin, and Bob Meyer. Marjorie's topic was Processing and Charlotte's was Acquisitions.

--Editor.

Duplicate Exchange Report

Nineteen libraries in the Northern California area participated in the exchange of duplicate periodicals this fall. New lists will be circulated next spring--watch the Bulletin for the announcement.

--Nancy Woolley
Duplicate Exchange

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TEATIME ENCOUNTERS

The Women's Faculty Club on the Berkeley campus was the scene of this year's tea-total reception for members of the current University of California's School of Librarianship class. According to Beverly Hickok's sign-up list, sixty-seven of the current class attended--which is not quite half! One young man may have attended strictly from hunger, gobbling dainty, crustless tea-sandwiches like a cotton-picking machine at work. Present to give the (should it be "hard"?; should it be "soft"?) sell were an array of our most eloquent, devoted, dedicated and near-at-hand chapter members--President Johnson (M.K., that is); Raphaella Kingsbury; Burton Lamkin; Beverly Hickok; Don Gholston; Peg Uridge; Glenn Maynard; Bill Petru; Eugenia Ironsides; and Bruce Yerke. Thelma Hoffman was of course there, and in fact the event took place because that morning she had once again delivered the John Cotton Dana lecture to the School of Librarianship. The Library School faculty was represented by Mrs. Fruge, and Messers Harlan, Held, Mosher, and Wight.

The tea is a function of the Recruitment Committee, which, chaired by Beverly Hickok, performed very effectively. Because of the theme, I circulated and communicated with an eye toward two things: what are we recruiting for, and whom are we recruiting for it? The students spoken with had, in their turn, two principle questions: how much subject knowledge or background do you need to be a special librarian; and, are the salaries really that much better than "other" kinds of library work? To the first question--fortified by consultation with several of the salesmen present--the answer seems to be: "Well, I don't have an impressive subject background for my job, but of course there are libraries where you must absolutely possess at least a B.A. or B.S.



to do the work." Strangely, I really don't know personally any librarian whose subject background is congruent to his job. As for salaries, in a profession where salaries of more than \$10,000 are just becoming reasonably frequent, all library scales have a distance to go. The consensus has special library salaries starting higher, staying higher in the middle-ranges, but not so often leading to really top salaries (e.g., \$12,000 plus).

These conversational developments as we quadrilled and gavotted about the potted-palm garden, lured me to put a very loaded question to some of the students--a question which reflects a personal conviction about the best approach to library recruiting. It has long been my thought that in certain aspects there is a parallelism between the relation of library schools to "regular" graduate schools (e.g., arts and letters; science; engineering; law, etc.) and the relation of schools of chiropractic to schools of medicine. Schools of chiropractic are filled with persons who left medical school, or who have abandoned some started or half-started career, and then as a salvage operation of their investment chose chiropractic which, in California, provides full professional status and opportunities. I ventured to place this dangerous hypothesis before some of the students and the response was warming and enthusiastic! In each instance there was a frank admission that indeed they had started out with another life-work in mind, or half in mind, and had experienced personal, emotional or financial obstacles which shunted them from this first-chosen pursuit. The salvage operation was a quick year-plus-summer session resulting in a perfectly respectable professional degree. Let us not sell this manoeuver short--for a student in a corner, librarianship is a mighty fine way out.

One of the principle shortcomings of our recruitment literature is the implicit pitch in it that we are wooing on the same platform with biology, linguistics, psychology, sociology, etc. We offer librarianship as an alternate among peers and claim for it equal prestige, status, financial and intellectual benefits. Supposing instead of this slightly inflated self-image, we should regard our own profession as a unique changing-horses-in-the-middle-of-the-stream calling? This surely is no disgrace. I ventured this concept to some of our sandwich-sipping young guests, and the idea delighted them. One grinning young lady, who I bet will make a very good librarian, immediately shot back that, after all and really, librarianship is not a subject profession at all. (What would her teachers, who are supposedly subject-professors, think of this?)

With these jolly confidences in hand (please pour me some more tea, President Johnson, and say--what's in this tea anyway?) we began to play around with recruiting posters and literature. One wild idea showed a young lady, obviously a B.S. in biological sciences, injecting cages of rats with some virulent culture. The banner for the poster is SICK OF IT? Another vignette: a teaching assistant at a university in front of a class of students just after lunch, most of them dozing. Banner reads: ARE YOU SURE YOU WANTED THIS? Recruitment begins at this point. Library recruitment quite possibly begins at this point most of the time. I suspect it is very seldom that someone decides to become a librarian (particularly a special librarian) as a first choice in the undergraduate years when a sophomore elects his real major and commits himself to preparation for a graduate school. The small sample of students with whom I discussed this at the recruitment tea agreed to this, were aware they had changed horses, and were quite happy in the new saddle. They want meaningful careers and with any luck they'll have them.

--Germain Fitch



For the past two and a half years Mrs. Madeline Alverson, one of SLA's newer members, has been sole librarian for an organization which directly serves some 1,400,000 AFL-CIO members in California, and indirectly affects the lives of millions more. Her employer is the California Labor Federation, AFL-CIO, educational and policy-making body for 1650 trade union locals and councils--ranging from the Teachers No. 1078 (Berkeley) to the Horseshoers No. 12 (Arcadia) to the Screen Extras Guild (Hollywood).

The library itself is relatively small, filling one room of the modest suite which the Federation occupies at 995 Market Street, San Francisco. No more than 20% of the collection comprises books, most of these multi-volume reference works on state and federal law and the legislative process. Periodicals in the fields of management, labor relations and current economic statistics take up perhaps another 20% of the library's shelves. The bulk of the collection is shelved in pamphlet boxes: a wealth of leaflets, brief reports, mimeographed copies of testimony at hearings and the like, detailing the day-by-day history of the trade union movement in California and its earliest activities. Proceedings of the Federation and its predecessor organization, the California State Federation of Labor, go back to 1906.

Subject coverage is surprisingly broad. Materials in the collection don't merely relate to the organizing of unions, to labor disputes, settlements, the gradual growth of labor law. They are a catalog of this century's social issues: child labor, equal rights for women, anti-trust actions, education, housing, water and power, consumer protection, civil rights, and many more--the wide spectrum of questions on which trade unions over the years have taken stands on in behalf of their membership.

Mrs. Alverson's predecessor for many years at the California Labor Federation was Joan London, novelist Jack London's daughter, well known and liked within labor circles. Although the library has a very generalized subject catalog and ephemeral materials are roughly classified by box arrangement, Mrs. Alverson is now working on a new catalog which should make library holdings more accessible to users.

These include the Federation's own research staff, members and employees of affiliated unions and union political action groups, plus a variety of students, social workers, government officials, etc. Occasionally, as something of a fringe benefit for the librarian, a delegation of foreign trade unionist shepherded by a State Department interpreter may visit and pause to use the library as their conference room.

The Federation's collection is open to any interested serious user upon request. However, since library space is limited and the librarian's job includes extensive editorial duties as well, it's wise to phone in advance. Other good sources of labor history materials in the Bay Area include the UC Institute of Industrial Relations library in Berkeley, and the ILWU library in San Francisco, presided over by SLA member, Anne Rand.

--Sylvia H. Wright

Editor's note--Mrs. Sylvia Wright, the former Sylvia Nadler, has agreed to write at least one more article on one of the more interesting Bay Area libraries. Certainly we will all look forward to her next contribution to the Bulletin!

NOVEMBER MEETING OF BOARD AND COUNCIL

On Election Eve, Monday, November 2, thirteen members of the Chapter Executive Board and Advisory Council assembled on the U.C. campus to discuss the program and platform of the 1964-65 campaign.

Some of the plans under discussion have now taken place. The visit of the national president, William Budington, with luncheons at Stanford and the Claremont Hotel, visits to IBM and Shell, and the November meeting in San Francisco, was definitely a success. The recruitment tea and lecture were also carried to fruition. However, the postlude of the December 2 tour of libraries for Library School students with one bus for special libraries affords the chapter an opportunity of acquainting the students with the Bay Area special library fields.

The schedule for future meetings, amended by suggestions from the group, offers the following tentative program: December Christmas party with Tom and Jerry's for refreshment, music for listening and Jack Goldman's adventures in literature searching for entertainment (time and place to be selected); January panel on public relations with Don Clark, Isabel Frost and George Farrier participating; February meeting on the current year's theme, Library Cooperation, for discussion of areas of activity among Bay Area libraries; March joint meeting with ADI to consider the subject of indexing or abstracting; April meeting on bookbinding; and May business and barbecue session as a wind-up for the year.

The Fall Workshop for Library Assistants proved a success, as usual, from the evaluation of Peg Uridge's questionnaire sent to the 67 students. The Spring Professional courses were discussed and are summarized in this Bulletin.

(Continued on page 12.)

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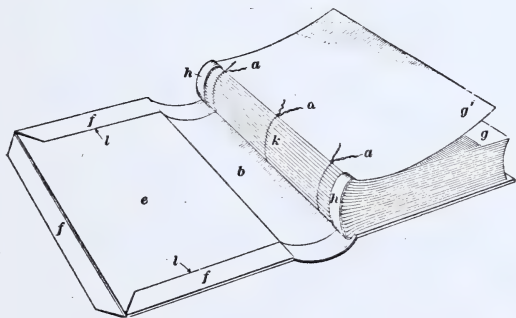
A recommendation was made for an "Organization Chart" to be drawn up to show affiliation of chapter members with other organizations and with the national association. This would simplify the answering of specific questions concerning the policies of the national organization.

On the matter of the Wilson award in the area of Library Cooperation, no ideas were offered but are invited from all members. The Union List of Serials, which is an example of library cooperation, is under way with an end-of-year deadline for reports on library holdings. All librarians receiving the comprehensive list of periodical titles are urged to record their library holdings as soon as possible to assist in this worthwhile venture.

Eugenia Ironside produced the completed Union List of Company Technical Publications held by SLA libraries. The finished product was well received and should prove very useful.

Mention was made of the SLA delegation to visit the USSR as an SLA sponsored exchange, including John P. Binnington of Brookhaven, William Budington of John Crerar and SLA president, Dr. Frank McKenna of Air Reduction, Gordon Randall of Yorktown Heights IBM, Winifred Sewell of the National Library of Medicine and Irma Johnson of the M.I.T. Charles Hayden Memorial Library.

President Johnson read a letter from national headquarters inviting nominations for the SLA professional award for 1965, the highest honor given in recognition of major achievement in or significant contribution to the field of librarianship or information science. There has been no award since 1962, and the deadline for nominations has been extended to December 1.



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Betty Roth reported in her usual interesting manner on the National Board meeting which she attended recently as a member. The Professional Standards have been completed, largely through the efforts of Ruth Leonard of Simmons; the national budget is extensive with the large contribution of the National Science Foundation; the newspaper award of \$500, which is given annually for distinguished newspaper librarianship, affords excellent publicity to SLA with no financial obligation; and JOG (Joint Operating Group) is investigating the possibility of uniting SLA and ADI by studying the areas of common interest.

---Mrs. Raphaella E. Kingsbury
Secretary



JOINT MEETING OF THE SAN DIEGO AND SAN FRANCISCO CHAPTERS OF THE SPECIAL LIBRARIES ASSOCIATION. AMBASSADOR HOTEL. SAT. 7 NOVEMBER 1964.

The Subject of the talk by attorney Warren Patton was "Recent developments in copyright law." Not once did he use a "whereas, hereinafter or party of the first part" as he explained the differences in the new law, first introduced last July. The Changes are less dramatic than those found in the Old and New Testament of the Bible, and so far, no librarians have been sacrificed. (My words, not his). But he pointed out that the new law eliminates some of the errors and abuses. It covers not only things literary, musical and dramatic, but pictures, movies, choreography and sound recordings. It promotes a single, national system, where everything will be under Federal statute. It extends copyright law to 50 years, plus the life of the author, and revises the limitations on what steps the author may take when the copyright is about to expire. He explained what the Fair Use Law permits the librarian to do--namely to make one copy of an article needed for criticism, comment, news reporting, teaching, scholarship or research. If you need a copy of a copyrighted work that is out of print, it will be possible to make the necessary copies but 10, not 10,000. In answer to a question about abstracts, Mr. Patton said that they were not generally considered to be a copy of an original work, although this, like other considerations of the copyright law, is sometimes open to question. The Practical approach to heading up a Photographic Department was given by Harry Williams of UCLA. Special librarians wishing to use the services of this Dept. would pay \$5.00, although the cost to students is minimal. Permission of the publisher must be obtained before they will duplicate copyrighted material, and all copies made are stamped "copyrighted material" to prevent copies from being made of copies. He mentioned that the Xerox 914 was apt to be temperamental. It may be feeling fine at 10 o'clock and at 10:02 may have no idea why it was born. He recommends microfilm for duplicating a book, rather than xeroxing. He also brought up a technicality of the law, which a UCLA professor learned the hard way. If you write an article and sell it to a publisher, you relinquish your rights to reprint that article without getting permission from the publisher....Mrs. Margaret Sloane, Librarian at the Space Technology Laboratories in Redondo Beach, staggered the budgetary dreams of most of us in revealing what was spent for photocopying. When her organization switched (quite peacefully) from non-profit to profit, the acquisitioning needs changed right along with it. In one year, therefore, \$1100 was spent for copying, most of this for articles rather than books. She kept all of these copies filed in such a way that repeat requests could be filled easily, but there were so few repeats that she discontinued the practice of keeping them...In the question period, an irate young man, claiming to be both a librarian and a performer on closed-circuit television, spewed forth a lot of words, which turned out to be not a question, but a statement of his belief that we should not be possessive about our ideas. He was quite belligerent about copyrights in general. Mr. Patton reminded him that copyrights were originally provided to encourage the arts. If you don't pay for artistic material, you won't get any. It is, after all, the mode of expression that is protected by copyright, not the facts themselves. The person who copies without permission infringes, but the person who comes up independently with the information has not infringed. At the luncheon which followed the meeting, I heard a story, which, not being copyrighted, I can pass on to you without permission. It concerns a reader who was hunting for the location of a small town in Germany. The Librarian, thinking out loud, said, "I think our gazetteer would have that" and the reader said, "Well, may I speak to him, please?"

Elizabeth Guethlein

Ed. note: Miss Guethlein was the Chapter's official representative at the meeting. The opinions of a new Bay Region Chapter member, Miss Ava Headley, will appear in the next issue of the Bulletin. As a new member to the area, her opinions will also be of interest.

SPRING COURSE FOR CONTINUING EDUCATION

The San Francisco SLA Chapter in cooperation with University Extension announces the 1965 Spring course on LIBRARY USE OF COMPUTERS: AN INTRODUCTION, to be given in 15 2-hour sessions on Tuesdays 7-9 p.m. for 2 credits, at Richardson Hall, Room 202, San Francisco Extension Center, 55 Laguna Street. The inclusive dates of the course are from February 9 through May 25, 1965, with April 13 as a holiday.

Robert Meyer and Gloria Smith of the Lawrence Radiation Laboratory, Berkeley, are the chapter coordinators and may be contacted for details. The course is designed to assist practicing librarians in making the transition in thinking about computer applications to librarianship, and will be a nontechnical introduction to the use of computers in library operations. Intended to increase librarians' understanding of computers, the course should prove beneficial in facilitating communication between library and computer personnel.

The instructors will include C. Bourne of Stanford Research Institute, H. Griffin of Argonne National Laboratory, L. Schultz of System Development Corporation, and Marjorie Griffin, A. Warheit, and A. Pratt of IBM.

This course to be designated as X 408 is open to all, and inquiries may be made of the coordinators (TH3-2740, ext. 5621) or Elinor Alexander of University Extension (TH5-6000, ext. 4559).

SEMINARS IN LIBRARY PERSONNEL ADMINISTRATION

Three one day sessions will be held on three consecutive months on the subject of personnel administration, principles, practices and procedures in libraries. The dates set are as follows:

Friday, March 12, 1965: Classification and Compensation Policies, Plans and Problems.

Friday, April 9, 1965: Methods and Techniques of Recruitment and Selection; Employer-Employee Relations.

Friday, May 14, 1965: On-the-job Employee Problems.

Lectures will be presented on each of these topics followed by panel discussions and questions from the floor. Seminars will start at 9 a.m. continuing to 4 p.m. with breaks for lunch and coffee. Tuition for the series is \$40 including lunches and coffee; and \$15 for a single session. One unit credit is offered and advance registration required.

The instructor is Boynton S. Kaiser, Personnel Director of Stanford Linear Accelerator, and panelists will include librarians experienced in personnel administration. Further information may be obtained from California Extension, Berkeley (TH5-6000, ext. 4559). The place of meeting is the same as for the other professional course.

Mrs. Margaret Uridge
Education Committee



A course in "Law Librarianship: Legal Bibliography" will be presented this spring on the University of California Berkeley campus by University Extension and the U.C. School of Librarianship.

The two-unit course is planned for librarians whose work requires understanding of legal bibliography and for others working in law libraries who have not had previous formal training or intensive experience in the field. Lectures and laboratory sessions emphasize the law librarian's basic books, cases and reports, statutes and legislation, legal citations, and secondary legal materials such as periodicals and loose-leaf services.

Dan F. Henke, University of California Law Librarian and Lecturer in the School of Law, will teach the course, beginning February 7 at 7 p.m. in room 137 Law Building. Classes meet weekly from 7 to 9:30 p.m. for twelve weeks.

The fee for the course is \$40. Further information and enrollment forms are available from Continuing Education in Librarianship, University of California Extension, 2223 Fulton Street, Berkeley, California; telephone Thornwall 5-6000, ext. 3112.

...

"Science Materials: Selection and Evaluation," a course for college and public special librarians who are developing science collections, will be presented this spring in Redwood City and on the University of California Davis campus.

Emphasizing demands and needs in science, the course surveys the fields of nucleonics, earth sciences, biological sciences, food science and technology, as well as mathematics, chemistry, physics, and statistics. Attention is given to both the sources of scientific materials and the formats--hardcover and paperback books, pamphlets, serials, microtexts, and tapes.

Mark H. Baer, Manager of the Technical Library Department for Ampex Corporation, will teach the course at Sequoia High School in Redwood City beginning Thursday, February 11 from 7 to 9 p.m. The class meets weekly for 15 weeks.

Dan T. Bedsole, Manager of the Technical Library for Aerojet-General Corporation in Sacramento, will give the course on the Davis Campus. The beginning date and location are to be announced.

The course carries two units of professional credit and the tuition fee is \$40. Further information and enrollment forms are available from Continuing Education in Librarianship, University of California Extension, 2223 Fulton Street, Berkeley, California; telephone Thornwall 5-6000, ext. 4559.

Martha Engbeck





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WILLIAM BUDINGTON: RADIO

While in San Francisco, William Budington taped two interviews for the Al Douglas Show, which KCBS presents on weeknights. The program apparently is not planned far in advance, so it was hard to find out exactly when these interviews would be heard. The San Francisco Chronicle's Radio Log did, however, mention Mr. Budington the second time he appeared.

The first interview was used on Monday, November 23d. Mr. Douglas introduced his guest and began by asking for a definition of a special library. Mr. Budington described the various types and estimated that there are between eight and nine hundred of them in the United States. He noted that many do not seek any kind of publicity because they are not equipped to serve the public. He mentioned his very interesting visit to IBM, and this led to a brief discussion of why and how libraries are turning to various kinds of data processing.

At this point Mr. Douglas remarked that Mr. Budington looked more like a young business executive than a librarian, and this was followed by a discussion of the disappearance of the stereotyped librarian, or, as Mr. Budington put it, the "shusher" and the emergency of the modern librarian who is more concerned with information and more important because of the rapidly increasing value of information as a commodity.

This reminded Mr. Douglas of salaries, and Mr. Budington first compared special librarians' salaries favorably with teachers' pay scales and then explained that the amount of money a librarian can expect depends largely on his training in librarianship and on his training and experience in his special field.

(Continued p.17)

The rest of that session was very brief and devoted to library training in general with some mention of new programs in special library work and in modern methods of data storage and retrieval.

The second interview, unfortunately fell on Thanksgiving and probably reached a much smaller audience. After a brief review of the first program, Mr. Douglas brought up the problem of censorship; and Mr. Budington made a few general remarks about the ideal of presenting the best of all sides of an issue and the problems involved in handling pressure groups. He then went on to say that so much special library work involves research in non-controversial fields that censorship is usually not one of our problems.

The rest of the time was spent on a few examples of different types of special libraries and finally a discussion of the Library of Congress and its importance to other libraries.

Since by now a good many of you have met Mr. Budington and heard him speak, I hardly need say that his performance was attractive and to the point. Anyone with the slightest interest in libraries could have learned a great deal from either of the programs. I believe the show does have quite a large following and hope SLA's President actually did reach a wide audience.

I have not made much effort to quote Mr. Budington's answers because the interviews were clearly designed for people who would, for the most part, be very unsophisticated in library matters. Anyone reading this would, of course, be familiar with the facts and principles that were covered.

Miss Emily Lumbard

MEMBERSHIP

Word has been received that our last year's Program Chairman and active Chapter member, Mrs. Rose Kraft, is now in Israel on a much deserved leave from professional duties. What her future plans are nobody knows, but the good wishes of the chapter extend to her.

Dr. Paul Krase has carried librarianship to Ceylon, according to word received by Bruce Yerke. We are certain that the University of Ceylon is glad to have him.

Mrs. Raphaella Kingsbury

H.S. Sharp's book Readings in special librarianship is listed as one of the recent acquisitions of the Pittsburgh Chapter's Professional Literature Collection. (Their Sept. 1964 Bulletin) Welcome to the Bay Region Chapter, Mr. Sharp, and best wishes with your new book.

Editor.

New Member:

Mr. Oscar R. Berger
519 - 32d Ave.
San Francisco, Calif. 94121

Transferred in:

Mr. Harold S. Sharp
864 Ensenada Ave.
Berkeley, Calif. 94707

(Continued on p.18)

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c/o Jean Senkin
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Dr. Paul Kruse
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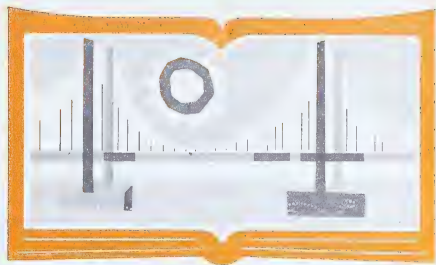
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SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

TRAVELING WITH ALLEEN

When Donna asked me to write something for the Bulletin about my chapter visits I thought of all the interesting people I had met, libraries and cities I had seen. Would you want to hear about the sun pouring through the marble windows at the Beinicke Rare Book Library at Yale, seeing MEDLARS in operation, meeting Dr. Mumford at the Library of Congress or even some of the items from King Tut's tomb?

It began in Cleveland with visits to many libraries including the Center for Documentation and the Classification Center at Western Reserve. Those of you who have borrowed from the latter are aware of its worth. But for those of us who haven't used it, the extensiveness of holdings as well as the use that is made of it were a revelation. At the Chapter dinner I sat beside Dean Shera. This was delightful as his comments are always good and to the point.

In Washington there were visits to the National Library of Medicine, Institutes of Health Library, the FAA Library, and Library of Congress. Once upon a time it seemed to me private industry had the lovely libraries, but the Washington visit showed me that many of our federal libraries are as attractive and in many cases more so than our industrial libraries. One of the delights of Washington was the tour of the National Geographic Society building.

On to Buffalo and a good Eastern snow storm. In spite of it a good turn out for the Saturday luncheon. Got to see Ken Carroll and hear about his job at Xerox. As much as he may like his new job, he is still a Californian, I think. In Buffalo got to see their beautiful new public library as well as some specials.

After Western New York, on to Hartford and the Connecticut Valley Chapter. Here I was lucky enough to participate in their 30th anniversary. (And thought of all the anniversaries that we could have with the San Francisco chapter which we never have celebrated--here's an idea for a future program chairman) Mary Louise Alexander was a guest, and she spoke with much vitality and enthusiasm of the early days of SLA. She had been a founder of the Connecticut Valley Chapter. Visited more libraries here in Connecticut. Olin Mathieson's, Yale's and the University of Connecticut's Library. Talked to some library school students at Southern Connecticut State College. Enjoyed United Aircraft's Library especially knowing Martha West, Jeanne North, and Bill Petru of our chapter who are or have been connected with UA.

From Hartford to Toronto and what a lovely city. My hotel was in a fascinating part of the city, and my room offered a panoramic view of it. Enjoyed my tours of the libraries of Imperial Oil and Ontario Hydro-Electric. Got to meet the Executive Board at a wonderful luncheon (each of us had individual cheese souffles which arrived high and standing) at the University of Toronto's Women's Faculty Club.

SPECIAL LIBRARIES ASSOCIATION
San Francisco Bay Region Chapter

BULLETIN, Volume 35; Number 3

CHAPTER MEETING

EDITOR

Miss Donna M. Longstreet
Standard Oil Company of California
Room 2265
225 Bush
San Francisco, California

The next San Francisco Bay Region Chapter meeting will be Thursday, February 25, at the Veneto Restaurant (Mason & Bay, San Francisco).

Program notices will be sent to the members shortly.

ADVERTISING MANAGER

--Editor.

Mrs. Maria K. Feder
Lawrence Radiation Laboratory
University of California
Berkeley, California

Mrs. Wright, whose contribution appears on p.4, was formerly special librarian for the Car and Truck Renting and Leasing Association of California. She recently resigned to return to public library work.

CIRCULATION MANAGER

Mrs. Brigitta M. Vadasz
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Special appreciation goes to Mary McCain who volunteered to help locate typographical errors and inaccuracies.

--Editor.

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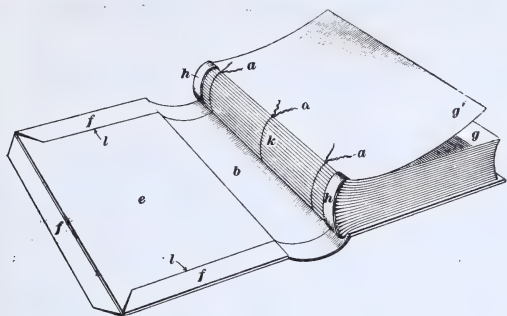
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(continued from page 1)

p.3

As I write this I realize that there is still so much to tell that I could go on and on and what I have written about are just a few of the highlights.

Of course I got to meet lots of SLA'ers at their monthly meetings and in most chapters attended their Executive Board meeting. Needless to say it doesn't make much difference where the chapter is located, the problems are about the same--issuing a union list, locating good meeting places, etc.

The best thing of the whole four weeks were the librarians I met. They went out of their way to make things pleasant and show me interesting libraries. For me at least the chapter visits were a most rewarding and satisfying experience. I wish that you could have all been along to have enjoyed them with me.

Miss Alleen Thompson
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The 1960's have seen a startling spurt of growth in the number and size of trade associations in America. According to a recent Harvard Business Review survey, the percentage of companies actively participating in such organizations soared from 25% in 1959 to 48% in 1964--and the end's still not in sight. Until a couple of months ago, I was sole librarian for just such a young trade association, one which aims to serve and represent a multi-million dollar industry in this state, the rental and leasing of cars and trucks.

The U-drive business boasts something of a glamour image. TV cameras roll and one more dapper executive ricocheting across the continent stops briefly to let Hertz put him in the driver's seat--or let Avis try harder. But in reality for every branch of a nationally-known firm in the vehicle rental business, there are half a dozen small to medium-sized independents struggling to compete. And all these firms, large or small, are struggling to keep up with their constantly shifting business environment.

Success or failure may hinge on trends within the industry, trends among the manufacturers from whom they buy their vehicles, trends among the renting and leasing public. Equally vital in their effects may be the complex of regulations, frequently modified yet little publicized, imposed by state and federal agencies, and--always the great question mark on the horizon--pending legislation which may either improve the business climate or impose unwieldy procedures and restrictive taxes.

In a word what such an industry needs is information. And information, or the knowledge of how to locate and collect it for ready availability, is the librarian's stock in trade.

As the first trained librarian employed by a fledgling statewide affiliate of a small though influential nationwide association, it was my responsibility to locate those basic sources of information which would answer the questions of the association and its member firms. I was startled to discover that otherwise well-managed firms often were operating in the dark on matters which might spell the difference between profit and loss for them. Executives were unaware that the facts they needed were available to the public, or they couldn't spare the time to ferret them out, or surprisingly often, they were too intimidated by the fact that government bureaus were involved to come right out and ask those bureaus--without a couple of prohibitively high-priced attorneys around to do the asking.

In trying to help fill this information gap, my day-to-day duties included amassing clippings from trade journals, together with announcements and solicited opinions from public and private agencies, into files on the present and potential issues which might affect the industry. When the California legislature was in session, additional materials flooded in such as summaries and texts of bills, and announcements of public hearings to be held on them. More data to skim, clip and, possibly, to suggest further action upon by the association.

Every few weeks this trade association publishes a bulletin which reports to its membership on the most significant current events. Meanwhile, clipping files accumulated over the years are always close at hand to fill an individual member's request for background data on a local problem, or to supply the basis for association testimony at a legislative hearing or at an informal conference with an agency official.

In a world of ever-increasing complexity and compartmentalization, trade associations can help to mediate between the individual businessman and the multiple forces acting upon him. It seems safe to predict that in coming years more and more special librarians will find a place in this growing field.

__ Sylvia H. Wright



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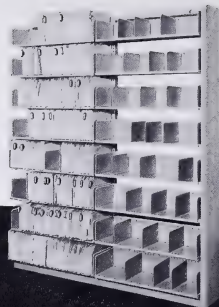


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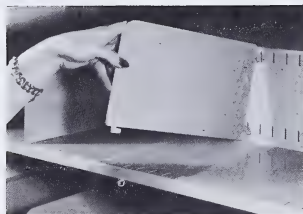
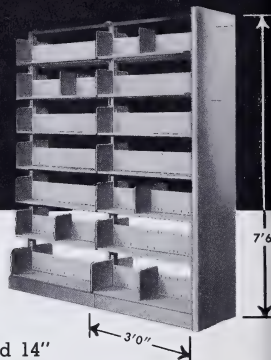
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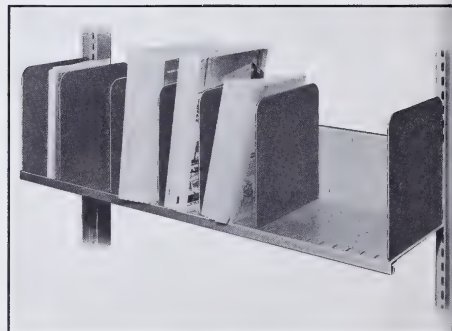
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BOOKSTACK EQUIPMENT AND ACCESSORIES

A special meeting of the Executive Board was called by President Johnson on Wednesday, January 27, 1965, to precede the regular chapter meeting. The quorum present consisted of: Marilyn Johnson, Bruce Yerke, Burton Lamkin, Howard Gholston, Donna Longstreet, Raphaella Kingsbury, and, by invitation, Elizabeth Roth.

The purpose of the meeting was to elicit opinions on or gain approval for inquiries from national and local association committees. The action of the board for national matters was as follows. The San Francisco Chapter was asked to appoint a hospitality representative for the 1965 national convention in Philadelphia; Raphaella Kingsbury was appointed with William Petru as Alternate. The Chapter Relations Committee requested a definition of the chapter boundaries; the consensus was that the Bay Region Chapter included all of northern California from Bakersfield, as well as Nevada. Requests from both the national organization and the San Francisco Visitors and Convention Bureau indicated the desirability of another national SLA convention in San Francisco; the board approved an invitation for 1975. The National Advisory Council, which includes representatives from chapters and divisions and meets once during the winter and again at the convention, proposed a 2-year instead of a 1-year term for members; the board members discussed this with little enthusiasm because of companies' reluctance to make provisions for attendance at council meetings.

Of local chapter interest were the following. The board approved the Nominating Committee selected by Chairman Doris Lanctot, namely: Martha West, Beverly Hickock, and William Petru. Elections Committee Chairman will be June Wayne with Raphaella Kingsbury assisting. Report of the education activities of the chapter showed progressive registrations for both the computer and personnel administration courses; but the non-professional course posed a problem in that a full semester course was under consideration. Since the U.C. School of Librarianship does not favor such a course, alternatives would be either a correspondence course under University Extension or a semester course at USF. The board members did not approve the correspondence course and felt that if a semester course should be undertaken by USF, it would have to be an evening class. The efficient Education Committee will doubtlessly solve the question successfully.

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Elizabeth Roth, chairman of the Procedures Committee, brought the hour meeting to a close by announcing a Procedures Party on February 28 to which she has invited all present and past officers and chairmen to collaborate on describing their own duties.

Raphaella Kingsbury
Secretary

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DECEMBER MEETING

Though Chapter members had three more working days, the atmosphere at the Shadows on Dec. 15 was decidedly relaxed. While S.L.A.-ers sipped happily on their beverages, other festive spirits roved around seeking donations for the SLA Scholarship Fund. Donations entitled givers to chances on prizes. At the drawing after dinner, one happy lady won an elegant bottle of wine.

Hints that it was chow time brought ready response from the by-this-time very cheerful Chapter members. For those who fancied a high-priced spread--25¢ more--it was Sauerbraten. Economy-minded gourmets had chicken. For all hands however, the wine flowed. With the arrival of coffee and the move to omit the reading of the minutes--a move carried despite stirring protests of one wistful member--it was time to discover what Mr. Jack Goldman had in store.

Mr. Goldman's "Odyssey or Argosy" turned out to be a record in colored slides of his trip to Greece and the Greek Islands. There were pictures of the Parthenon, Delos, the sites of the Colossus of Rhodes and Diana of the Ephesians. Mr. Goldman's skill at photography and obvious pleasure at sharing his trip made what Marilyn Johnson had called a "fun" meeting just that.

--Mary McCain

Simulation Workshop

On Thursday, Jan. 28, approximately 22 S.L.A. members from the San Francisco Bay Region Chapter attended the American Documentation workshop on "Simulation." Program, which began at 8:15 P.M., was held at the IBM Advanced Systems Development Laboratory in Los Gatos. The 2-part program began with an explanation of simulation, presented by D.D. Prentice, IBM General Products Division, San Jose. The second part was a presentation and demonstration of a terminal system which is used for editing descriptive information, specifically library inputs.

--Editor

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--Betty Roth

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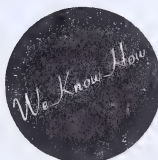
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BOOKBINDING MEETING

Over 80 members of the San Francisco Chapter of S.L.A. attended the meeting on Wednesday evening, January 27, 1965, at El Rancho Motel in Milbrae, where binding, dining, and wining were featured. Those present fared well on an excellent smorgesbord. Each person had been given a number on his name tab, and, following supper, numbers were drawn from Bruce Yerke's derby hat (an appropriate gesture considering Bruce is the head man of the group). The lucky winners were permitted to select a prize book from the 8 books contributed for the occasion by Perry Davis. Among the winners were Phyllis Anderson, Anne Burnett, Raphaella Kingsbury, Evelyn Stuckey, and Marilyn Johnson.

The program guests, Perry Davis, William Schneider, Milton Bernard and John Martinelli of the Perry David Bookbinders and Foster & Futernick Company were prepared to provide a full evening's illustrated lecture on the art and craft of bookbinding. Bill Schneider, as the after-dinner speaker, gave an introductory talk on the subject and the other bindery men helped answer questions from the floor. The meeting then shifted to the Perry Davis establishment where a complete tour of the binding realm had been arranged with demonstrations of each stage of binding. It was a most interesting and rewarding program, and the Chapter is grateful to Perry Davis and his staff for both hospitality and the audiovisual instruction in the art of bookbinding with which every library is involved.

--Raphaella Kingsbury

Editor's face is red! Raphaella's contribution in Nov.'s Bulletin (p.14) regarding education courses was incorrectly ascribed to Margaret Uridge.

--Editor

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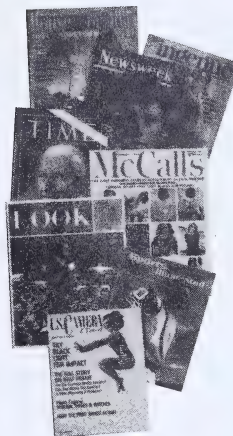
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National Science Foundation granted \$48,930 to S.L.A. for partial support of S.L.A. Translations Center's operation. Clearinghouse for Federal Scientific and Technical Information (formerly Office of Technical Services), National Bureau of Standards, U.S. Dept. of Commerce and the Association have also concluded a contract by which the S.L.A. Translations Center will provide bibliographical information about unpublished translations to CFSTI for one-year period in return for an amount not to exceed \$27,600. These two sources of financial support will enable the Center to continue its program of collecting unpublished translations from universities, industry, research institutions, and other non-governmental agencies in the U.S. and abroad and making them available to scientific and technical personnel.

Release from National Headquarters
Abstracted by Editor

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Miss Judy J. Crillo
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Miss Florence Hatsumi Fujii
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94720

(Continued on p.12)

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Mrs. Anne W. Raphael
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Berkeley, Calif. 94702

Mr. Norman L. Roust, Res. In.
Hexcel Products, Inc.
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Berkeley, Calif.

Mr. Clyde F. Sypert
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Mrs. Elizabeth L. Warheit
Research Library
IBM Corp.
Monterey & Cottle Roads
San Jose, Calif. 95114

Transferred in:

Mrs. Heather C. Broome
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San Rafael, Calif.

Miss Margaret P. Cameron
Syntex Research Center
Stanford Industrial Park
Palo Alto, Calif.

Mr. Roderick Roy Hardies
1220 Third St., Apt. 2
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Mrs. Isabella Lyon Nestor, In.
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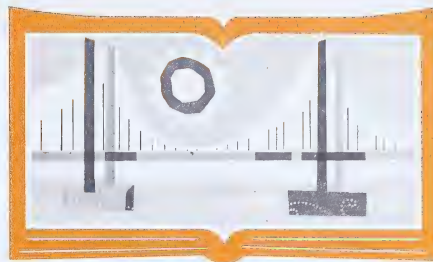
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SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

Board Advisory Council Meeting

Four of us from the Chapter attended the winter Board and Advisory Council meeting in Indianapolis, Marilyn Johnson, Betty Roth, Marjorie Griffin, and I. There were three full days of business. Here are some of the actions that were taken.

1. The Advertising Division's name was changed to Advertising and Marketing.
2. The Board approved that the allotment to divisions be increased by 5%, making a total of 10% in all and at the same time voted to remove the minimum allotment for each division which has been at \$150 each year. The Board disapproved the recommendation for the removal of minimum allotments to chapters because, if approved, some chapters would receive substantially less money than they do now.
3. The Board endorsed the Medical Libraries Assistance Act of 1965, S 597 and HR 3142. Bill Budington will appear before both of the committees to endorse this bill. Although it is aimed at medical libraries, needless to say, it will be helpful to many of us.
4. It was announced that the H.W. Wilson Company has given the Association \$4,000 to be used for the Scholarship and Student Loan Fund.
5. There was a discussion of the motion picture that the Association hopes to produce. There will be a fund raising drive during the Philadelphia convention, sort of a tag day. The SLA jewelry, charms, and tie tacks are also going to be on display and available for purchase at the convention. Half of these profits will go to the movie. We have a lot of money to raise as we have less than a thousand dollars in the budget and the movie will cost around \$30,000 to produce. A lot of tags and jewelry will have to be sold!
6. Seven John Cotton Dana lectures in special librarianship were approved. The seven will be given at schools that have not yet had any Dana lectures.

The immense amount of work done by the Bay-Laws Committee and the Committee on Committees was reported. One of the changes in the by-laws, which will be published in the April issue of Special Libraries and must be voted on by the membership by mail ballot, would result in a change of the membership of the Advisory Council. The Council, if the membership approves, would consist of the president and incoming president of each chapter and the chairman and incoming chairman of each division. Committee chairmen will no longer be on the Council.

SPECIAL LIBRARIES ASSOCIATION
San Francisco Bay Region Chapter

BULLETIN, Volume 35; Number 4

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APRIL MEETING

The April San Francisco Bay Region Chapter meeting will be on the 21st. Meeting will include a tour of the San Francisco Public Library. As usual, meeting announcements will be sent.

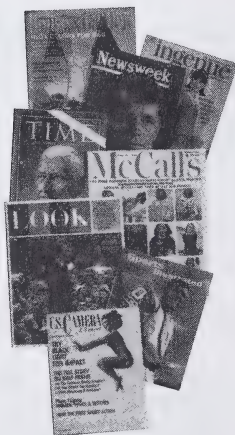
ANNOUNCEMENTS FROM NEW YORK

SLA Translation Center at The John Crerar Library received its 100,000th translation on Mar. 5, 1965.

B.R. Anzlowar, the new editor of Unlisted Drugs will expand coverage of the medical and pharmaceutical literature to another 100 journals.

Council of National Library Assn. is urging libraries to obtain improved placement for the profession by utilizing the local offices of the public employment service system.

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Betty Roth reported on the Consultation Service. She is chairman of an Ad Hoc committee to study the service. Betty, as usual, did an outstanding job--and her study showed that there are almost as many different ways to run the consultant service as there are chapters.

Sci Tech's Government Information Committee has now been raised to the status of an Association committee.

One of many interesting items from Bill Woods' report is that we have members in all 50 states.

There were a few of the many reports submitted and acted upon during the winter board meeting.

If anyone wants further elaboration or questions answered about anything else that happened, Marilyn, Betty, Marjorie, or I will be glad to fill you in.

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MARK BAER, Manager, Technical Library Department
Ampex Corporation, Research and Advanced Technology Division

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An afternoon tea (Nov. 18, 1964) with the Special Libraries Association caught our attention, and we wanted to learn more. When three special libraries offered a guided tour, the sign-up sheet was filled in one morning.

The Shell Development Corporation Library apparently doubted our eager alertness: when we arrived at 8:30 A.M. (Wednesday, Dec. 2, 1964) they greeted us with hot coffee. This understanding welcome and the evident enjoyment with which the staff described their work led several of us to ask about openings right then. The scheduled time was far too short.

Our next stop was the library of the California Academy of Sciences in Golden Gate Park. Piles of work in process at all the desks at this library made it look far more familiar to us than the partially-automated, well-financed efficiency of Shell! Most of us thought that the view alone would make working in this library worth while, and the rest of us were convinced of it by the beautiful rare books and the mounted specimens. Again, the scheduled visit was far too short to satisfy all our questions. While Shell impressed us with the depth of searches to be made for company research workers, the Academy of Sciences impressed us with the variety of specific questions that were of interest and the widely varying clientele to be served.

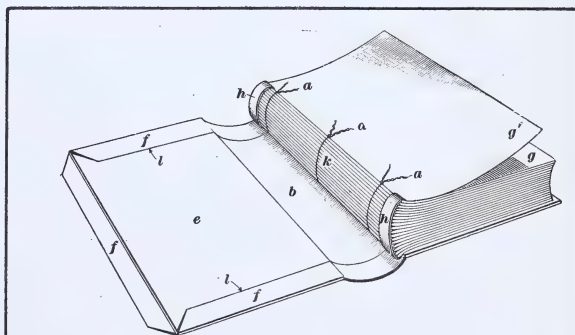
After a hurried lunch in the museum and a quick peek at the aquarium, we headed back to the bus for a visit to the Standard Oil Company of California Library. Here, as at Shell, the clientele was all from the company itself, and the questions often involved deep searches over a very limited area. Here, unlike Shell, the surroundings were distinctly non-glamorous; the staff seemed greatly overworked; the space problem was acute--in short, Standard Oil Company of California's library was like most of the libraries we had ever seen!

Most of us were impressed by the diversity of jobs available and by the enjoyment shown by the people at the different libraries. As recruitment for SLA, the trip was certainly a success. At the end of our trip, we all wondered, "Where can we start?"

By Anne Raphael
University of California
School of Librarianship '65.

Many thanks to Mrs. Raphael for taking time from her between-semester vacation in Mexico to write for the Bulletin. Thanks also go to Margaret Uridge who was able to find a student willing to submit copy, for keeping in touch with her, and for forwarding this contribution in time for this issue.

Editor.



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Secretary's note: A newspaper columnist reported that the American Gem Society met at Veneto Restaurant, where the Chapter meeting was held in February, and a tidy waiter emptied an ashtray of uncut diamonds in the refuse can. The meeting was then adjourned to the garbage department where the treasure hunt resulted in not quite a perfect score. This incident is mentioned only to explain the absence of glittering gems in the report that follows.

The Special Libraries Association theme for 1965, noteworthy in the program planning of Chairman Burton Lamkin, is "Library Cooperation--Key to Greater Resources." In three successive monthly meetings on the subjects of the library user, subject indexing, and library resources, the general theme of cooperation will be developed. The first of the three programs was presented at the dinner meeting held on Thursday, February 25, in San Francisco at the Veneto Restaurant with 70 members and guests in attendance.

After a smorgasbord--Italian style--and a brief summary of chapter business by President Marilyn Johnson, the meeting was turned over to the Program Chairman, Burt Lamkin, who introduced the panelists: George Farrier, Lorraine Pratt, and Jack Pooler. "The Relationship between the Library and Its User" was then discussed from the viewpoint of the public, special and university libraries, with the purposes, techniques, attitudes, and needs contrasted.

George Farrier, who rose from page to librarian in 19 years of public library service, expressed the belief that the public library exists for a community of diverse interests and levels, for which it must provide material for education, practical applications, recreation, and research. The Santa Clara County system, he said, serves 276,000 people, of whom 100,000 are Mexican-Americans, and with 12 buildings and 3 bookmobiles provides books, periodicals, documents, phonorecords, films, tapes, filmstrips and art reproductions. He stressed the public library's obligation to the user in making possible research and continuing educational opportunities for those no longer associated with a campus.

Lorraine Pratt, Manager of Stanford Research Institute Library, described S.R.I. as a non-profit research organization specializing in physical and life sciences, economics and engineering. The S.R.I. special library serves these needs, and, as Miss Pratt stated, the purpose of a special library is to acquire, process and disseminate material germane to its community, which, unlike the public of the county library, is a "captive," closed, special group with predictable needs and demands for specific answers rather than reference to source materials. Whereas a public library may serve an educational purpose, the special library exists primarily to furnish information through available material and sources to the user. Effective communication between library and user and prompt, accurate response to requests are basic to the public relations of the special library.

Jack Pooler, Chief Librarian of the Science Division of Stanford University Library, maintained that the university library serves the needs of faculty and students, with the emphasis on educational and research materials in the areas covered by the university curriculum. Stanford University also provides a Technical Information Service to which outside industries may subscribe, and this presents another kind of user relationship which would suggest the cooperation between university and industrial research. However, Mr. Pooler admitted a limitation to the service for industry because of the university library's primary commitment to the faculty and student community.

From the discussion among the panelists and members, the subject of library and user might be thus summarized: each library exists to serve users, anticipating and meeting their needs, and differing in materials and methods, depending on the community served. The public is not solely dependent on the public library, as special and university libraries afford services to some extent; and, in turn, the public library is also open to those in industry and universities. S.R.I. allows use by non-members, especially

students. Stanford provides service through T.I.S.; whereas the University of California is open to anyone within a 50 mile radius. Other special libraries could be used, when their resources are made known.

Raphaella Kingsbury
Secretary

PENINSULA-SANTA CLARA LUNCHEONS

SLA members working in the Peninsula-Santa Clara County area have been getting together for informal luncheons. During the past months, we have met in Mountain View and San Jose. Notices have been sent to all special libraries in the area, but if we have missed you please contact Marie Tashima, Kaiser Aluminum & Chemical Corporation, Permanente, 95014. Phone 967-5501 or 252-3770, extension 329. The next luncheon will be held on April 14th.

Marie Tashima
Technical Librarian

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Thirty copies of each list will be need for the Spring periodical duplicate exchange list. For convenience in packaging they should be on 8 $\frac{1}{2}$ X 11" sheets. It is requested that the form be as compact as possible, typed single space in order to reduce the weight of the package. If you have any questions regarding Duplicate Exchange, please contact the Chairman, Nancy Woolley, 326-6200, ext 2637.

Deadline for contributions is April 23, 1965. Want lists need not be accompanied by duplicate lists. Note should be made of how long material will be kept before discard.

Sets of lists will be sent to all contributors and to any other libraries or librarians who request sets by filling out and mailing the attached blank by April 23, 1965.

Nancy Woolley, Chairman
Duplicate Exchange Committee

Nancy Woolley
Stanford Research Institute
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Menlo Park, California

Please send a set of the Spring 1965 duplicate exchange lists to:

CTA Research Library System

The research library of the California Teachers Association, functioning under the Research Department, is fairly small as libraries go, but it is relatively large in its field of specialization. We share many of the problems of large libraries without having their great volume of material. This has made an incubation place for innovation. We have ventured to have our own classification, to play with the structure of subject headings, have a classified index, catalog with form cards, and to change other practices after Pandora's box was opened.

Our chief subject fields are school administration, school finance, legislation, personnel policies and practices in education, professional standards, school-community relations, educational research being carried on in California schools, and California educational history. This is not a teacher education library, but rather one that follows the problems of the teaching profession. We serve the Association staff primarily, but we also serve school districts, boards, lay organizations interested in education, and the Association membership both directly and indirectly.

The classification scheme is, of course, the key to the library. In 1956 we began the construction of a classification more realistic for our specialization than the Dewey system. It was not put into operation until late 1959 after the move to a new building. We have more pamphlets and other ephemeral material than books. Up until the time of the move books only were cataloged, but now we catalog a large part of the "ephemeral" material which is fairly permanent for historical reasons.

The classification is a 10-division decimal system with one digit before the decimal. A brief description may interest those who are not concerned with the field of education. The first section of 0's is general, historical, and sociological, relating education to the world at large. The 1's take in other disciplines which aid in the study of education. Sections 2 through 6 cover five facets or viewpoints from which the schools are seen. No. 7 deals with teacher education and the development of the profession, and 8 covers personnel policies and practices. The 9's are reserved for materials best cared for when filed by source.

There are also form divisions pointing out level of education involved, philosophy of, history, etc. The system generally takes the place of the 370's of Dewey. Although we take into our own special fold many subjects that others would consider as belonging to other fields, we still maintain a small amount of material in the Dewey system--that which would be far-fetched for us to encompass.

(continued p.10.)

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Classification numbers are linked with alphabetic subject headings--one to five headings to a number. Subject headings are not necessarily mutually exclusive. This grouping gives breathing space, allowing for cross-fertilization of ideas, closely related subjects, and special breakdowns. Subject headings and the references to them are constructed in units. The same system with an added red X before the number is repeated where necessary in the archive file which contains material of historical value retired from the current file at the time of weeding.

It is usually necessary to consult the master guide to the classification before using the classified index which interfiles all subject cards for books and pamphlets, differentiated by color. The form of the catalog card indicates whether the reference is to a location-subject or added entry subject. (For us all entries other than the main entry and location-subject are added entries.)

Another innovation is the interfiling of bibliographic entries for current magazine articles on yellow paper slips in the classified index when they have special importance--usually made before they get into the Education Index. The entry is preceded by a subject heading like any other added entry for formally cataloged material. It is often possible to get a sizeable bibliography from the classified index. Paper slips are destroyed after they have served their purpose. Library-made bibliographies are cataloged like any other material if they have future value.

Special form cards, requiring specific information to go in specific places, are made by our own printing department. They were introduced primarily because of the need for a short-cut simplified method to be used by a very minimum amount of untrained help. But other advantages have accrued. The files have now expanded enough to show up a pattern of the kinds of entries. Three forms, further diversified by color, are used: (1) main entry for pamphlets, (2) the location-subject, and (3) added entry (used in both alphabetic and numeric files) which is visually different because of the ruling for indentation at the top line.

We do not use a form card for the main entry of books since this does not allow for full and proper description in many cases. But forms are used for all other book entries.

One cataloging deviation is the use of the work "by" on the forms to denote the individual or organization to which the publication is primarily attributed. This simple all-inclusive word seems best able to put across the main entry concept covering many kinds of sources--most able to shed the semantic connotations of other words. This system is useful to us because of the many organizations with which we are concerned and their relation to the subject-matter. The form cards also have a place for personal author. In the case of ordinary books "by" and "author" are the same. We do not consider that this slights the author who is not a main entry because he is well identified and has a separate card in most cases.

We have had to work out other variations from customary practice such as special forms entry, cataloging of series, and simplified filing. In filing we recognize only three punctuation marks--periods, asterisks, and short dashes, all of which have equal value as "stop" in the kinds of places where they are used.

This information retrieval system works for us now. It is also a proving ground for handling the kinds of information with which we should be concerned. The system has had

(continued p.11)

to develop while work was going on as usual. It must therefore undergo frequent expansion and polishing. With such a specialized collection the cataloging aims to do the first step in the search for those who are looking for information. In spite of the work that has been put into the system, we expect that we may some day outgrow it in this form. It could be the ground work for a more automated plan when that time arrives.

Anne T. Protopopoff, Librarian
Research Information Center
California Teachers Association
1705 Murchison Drive
Burlingame, California

PHILADELPHIA CONFEREES

All members of the San Francisco Bay Region Chapter planning to attend the National Conference in Philadelphia, please notify Raphaela Kingsbury, the chapter hospitality representative, by telephone or mail.

ADVISORY COUNCIL CHANGE

In the near future you will be asked to vote on changes in the makeup of the National Advisory Council. At present, the Council includes chapter presidents, division chairmen, and national committee chairmen. It will be proposed that committee chairmen be dropped, and, in their place, both president and president-elect of chapters and chairman and chairman-elect of divisions be included.

The advantages are twofold. From our chapter point-of-view, the president will be much more knowledgeable of SLA affairs if he can attend the Council before his term is two-thirds over. The national meeting is truly a stimulating one. (Much more so than the Convention, as far as straight SLA activities are concerned.) But its biggest benefit would come to the president when he is starting to plan the year's program.

And from the National point-of-view, a two-year term will give much-needed continuity to the Council. It will also make that body a more representative group, since committee chairmen, being appointed rather than elected, really represent no one or a very small group.

Considerable dissatisfaction has been expressed on the accomplishments and value of the Council. These changes should be the first step in its improvement. A yes vote is urged.

- Marilyn Johnson

The March meeting of the Bay Area chapter was a joint occasion with the American Documentation Institute. It was held at an interesting joint on the mysterious island-city of Alameda, a remote enclave of the Great Society which is seldom visited by librarians. Cars followed small curving roads across the local Pripet marshes of Alameda, ending at the Galleon Restaurant on the Pacific Marina, which affords a spectacular view of Oakland's downtown from an elevation of twelve feet above the water. Downtown Oakland, except for the backdrop of hills, resembles Fort Worth, Texas, as seen from its stockyards, with eerie verisimilitude.

Under the panel chairmanship of Dr. Warheit, three speakers addressed themselves to the topic "New Requirements for Subject Indexing." Seventy five documentalists and/or (?) special librarians listened with interest. Miss Phyllis Baxendale, from the Research Division of IBM, spoke on "Indexing by Automatic Processes and Automatic Indexing: Is there a Difference?" She was armed with a retrorprojector (or overhead) projector, intense concentration upon her subject, and an attractive fur-piece about the neck. The problem to which she addressed herself is not new, but it is ever present, and the formula for its expression is rather thus: Machines have no discriminatory powers for indexing, but can do only what they are told. However, librarians have seldom been able to develop really efficient subject-indexes, even without machines. Part of the trouble is the spoken language, which is filled with homophones, orthophones, irrationalities, irregularities, and is essentially an instrument designed to obfuscate as well as delineate. The problems faced by Miss Baxendale's research are quite closely related to those faced by developers of machine translation systems. When asked to translate: "The spirit is willing, but the flesh is weak" they may say: "The whiskey is strong, but the meat is bad."

(continued p.13)



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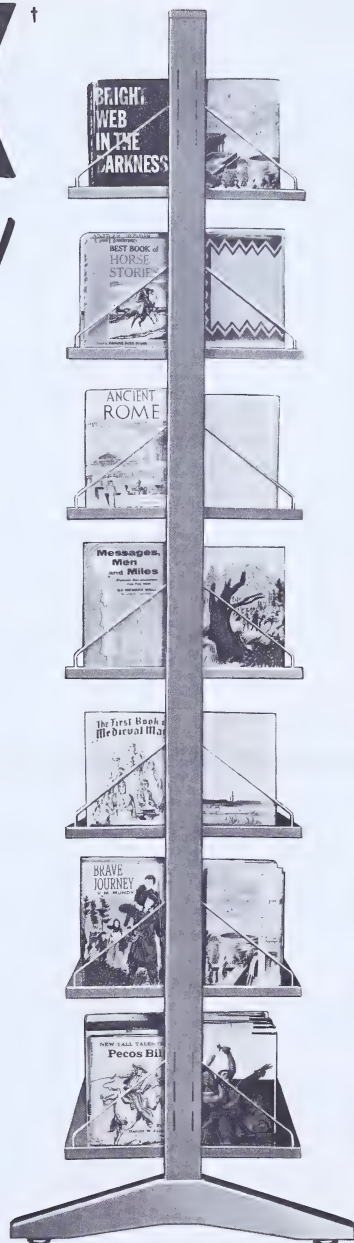
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Mrs. Jeanette G. Yeazell, a reference librarian at the University of California Medical Center, San Francisco, spoke on "An Evaluation of the National Library of Medicine-- Medical Subject Headings (MESH). Apparently it is quite a mesh, being big and hard to use. It was hardly the machine's fault. Illustrative of the real problem was the speaker's momentary confusion over the words POT/POD. POT is of course a substance on the order of LSD, which every ex-GI recognizes as a kind of assault vehicle, in this case Landing Ship-- Drugs. It is hoped that the mesh will include helpful terms like POT and MEDICARE, be less bulky, and cost less than private medicine. With or without machines, the problem is essentially the same. Shall we put it under ANTIDISESTABLISHMENTARIANISM, or under DISESTABLISHMENTARIANISM, ANTI- ? with a see ref. from CONTRA-DISESTABLISHMENTARIANISM and ESTABLISHMENTARIANISM.

Mrs. Barbara Barlow, radiant in her metamorphosis from being Miss Barbara Paige, spoke on the EJC Thesaurus as a standard for science and technology. She is with Ampex Corp. The Engineering Joint Council Thesaurus is well-known to non-stodgy librarians and has already proved itself as a useful tool and standard for allied subjects. Mrs. Barlow devoted her time to an historical account of the origin and developmental stages in this work and sought to define more closely just what a Thesaurus is. While it is sort of like a subject heading list, then, again, on the otherhand, it is quite different, but not fundamentally different--just basically.

--Renfrew Mumblenews.

Or, TBY, for those of
you who do not recognize the writer's style.

SCI-TECH CHANGE

Changes may be in the making for your Sci-Tech. section.

At the recent Sci-Tech Advisory Committee meeting, held in conjunction with the winter Board and Advisory Council, it was decided to urge all sections that qualified (those with membership over 100) to become divisions.

Sci-Tech structure has long been a headache. It has completely overbalanced the other divisions of SLA, and has been too large a group to have any real coherency. Smaller, more equal units, have a way of getting more accomplished.

For the individual sections involved, there will be both benefits and increased problems. Division structure is more complex, so some additional work has to be done, particularly in Convention planning. Major benefit will be increased funds.

Your section will be contacting you about this.

- Marilyn Johnson

Our illustrious San Francisco Bay Area vice president and president-elect, Bruce Yerke, will be presiding at the Forestry Librarians Second Workshop, part III: Forestry Bibliography, at the Convention in Philadelphia, the Preliminary Programs says. This should insure the workshop's success!

Jane Wilson, Asia Foundation, was appointed to the Special Libraries Association International Relations Committee. Her term, which began June, 1964, is for three years.

Judith Demeter is taking a maternity leave of absence from her job at Kaiser Engineers (Oakland). Who's substituting?

New members:

Miss Phyllis M. Browning
3455 Louis Road
Palo Alto, Calif. 94304

Miss Ann L. Gerstley
2315 Blake St.
Berkeley, Calif. 94704

Miss Mary Anne Snavely
1760 Walnut St.
Berkeley, Calif. 94709

Miss Renate Sommernitz
1338 Filbert St.
San Francisco, Calif. 94109

Transferred in:

Mr. Joseph J. Anderson
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Mr. Donald V. Black
441 Palmer Ave.
Aptos, Calif. 95003

Mrs. Elizabeth R. Casellas
Graduate School of Library Studies
University of Hawaii
Honolulu, Hawaii

Mrs. Brigitta Dobratz
3575 Mt. Diablo
Lafayette, Calif. 94549

Mrs. Barbara B. Hoefler, Ln.
Pineapple Res. Inst. of Hawaii
2500 Dole Street
Honolulu, Hawaii 96822

Transferred in (continued)

Miss Karen Takle
King George Apts., #615F
Gail Ave.
Sunnyvale, Calif.

Mr. Maurice E. Nally
2639 Alma Street
Palo Alto, Calif. 94306

Mr. Ralph C. Simon
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Name change:

Mrs. Barbara P. Barlow
48 Newell Road, Apt. 1
Palo Alto, Calif.

(formerly Miss Barbara J. Paige)

Mrs. Constance B. Davenport
4841 Myrtle Ave., Apt. 44
Sacramento, Calif. 95841

(formerly Miss Constance Brucher)

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Miss M. Madeline Black
1806 9th Ave.
Oakland, Calif. 94606

Mrs. Elizabeth K. Bodie
1851 Sunset Drive
Livermore, Calif. 94550

Miss Sherrill R. Cartt
3105 Haley St.
Bakersfield, Calif. 93305

(continued p.16)

Address change:

(continued from p.15)

Mr. Donald T. Clark
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Santa Cruz, Calif.

Mrs. Constance B. Davenport
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Sacramento, Calif.

(see also name change, p.15)

Dr. Lore Rose David
486 North Lake Drive
San Jose, Calif.

Mrs. Nancy D. Foster
The Pacific Tel. & Tel. Co.
140 New Montgomery St.
San Francisco, Calif.

Mr. B.A. Gere
908C Maria Lane
Sunnyvale, Calif. 94086

Mr. Eugene E. Graziano
6815 Pasado Road
Goleta, Calif.

Mr. Elmer M. Grieder, Assoc. Dir.
The Serial Dept.
Stanford University Libraries
Stanford, Calif. 94305

Mrs. Marjorie D. Hall, Ln.
North Beach Branch Library
Mason & Greenwich Sts.
San Francisco, Calif. 94133

Miss Gwynneth T. Heaton
241 Curtner, Apt. S
Palo Alto, Calif.

Miss Katherine Karpenstein
404 University Ave.
Davis, Calif. 95616

Mr. Leawn J. Mosley
30 North View
San Francisco, Calif. 94109

Address change:

Miss Geraldine Scalzo
Graduate Soc. Sci. Library
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Berkeley, Calif.

Miss Louise Shoupe, Librarian
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San Francisco, Calif. 94111

Miss Louise M. Stubblefield
696 N. St.
Sacramento, Calif. 95809

Miss Verna J. Van Velzer
4048 Laguna Way
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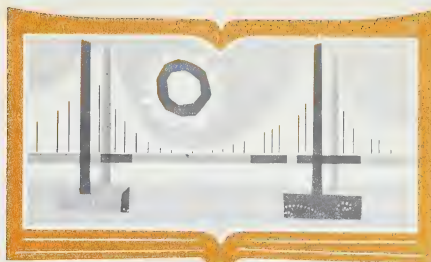
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1205 Madieria, S.E.
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Miss Lorraine Pratt
Manager, Library Services
Stanford Research Institute
Menlo Park, Calif.

June 1965

Vol. 35, No. 5



SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

ELECTION RESULTS

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U.S. Forest Service

V-P, President-Elect.
Mrs. Jeanne North
Stanford University

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Mrs. Raphaella Kingsbury
Lawrence Radiation Lab.

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*

Director
Howard D. Gholston
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* Newly elected 1965

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San Francisco, California
Mail: 821 33d Avenue
San Francisco 21, California

THANK YOU

The Chapter extends its thanks to Miss Donna Longstreet, for her hard work as Editor of the Bulletin, 1964-65. Unfortunately, she is leaving the chapter and cannot continue to contribute her efforts in our behalf.

Thank you again, Donna.

"YOU DONE NOBLE ..."

my rural Vermont neighbor used to proclaim, when he wished to make his most flattering compliment. I will go even further and say, "You done real noble".

Indeed, it has been a very fine year--productive, stimulating, and even rather fun. Credit for it should go to all the Chapter. Your teamwork and cooperation have been tops, your enthusiasm contagious, and your willingness to work a delight. My sincere thanks to all of you.

Our year's accomplishments are reported in detail in the annual reports which follow. Among the highlights are:

- a Union List of Periodicals in the final stage of compilation
- three very excellent education courses
- new Bylaws
- completely reworked Procedure Manuals
- publication of Sci-Tech House Organs
- nine worthwhile monthly programs
- establishment of a special, public, and university libraries committee to draw up standards for interlibrary cooperation

Thank you for bringing these to fruition. And best wishes to our incoming officers and committees. May the coming year be as rewarding as has been the past one.

Marilyn Johnson
President

POSSIBLE FAR-RANGING RESULTS FROM RECENT MEETING

Following excellent guided tours of the facilities of the San Francisco Public Library, the April meeting was opened for a brief business session by President Marilyn Johnson. Mr. Burton Lamkin, Program Chairman, then introduced the last of a series of programs on "Library Cooperation--Key to Greater Resources."

The theme of this meeting was "Library Cooperation Among Bay Area Libraries", presented by a panel composed of Mrs. Jeanne B. North, Stanford University (representing the viewpoint of the college and university library), William C. Petru, United Technology Center (representing the viewpoint of the small industrial library), Mrs. Elizabeth B. Roth, Standard Oil Co. of California (representing the viewpoint of the large industrial library) and Mrs. Avis R. Stopple, San Francisco Public Library (representing the viewpoint of the large public library). Mark Baer, Ampex Corporation, acted as moderator.

Recognizing that Chapter projects such as the Union List of House Journals, Union List of Periodicals and the Directory of Area Resources are all based on a philosophy of cooperation among Bay Area Libraries, each panelist commented briefly on the following questions:

1. Is it a professional responsibility to foster library cooperation?
2. What are the responsibilities of cooperating libraries to their management and to the libraries from whom they borrow or to whom they lend?
3. What criteria can be established to determine when cooperation ends and subsidization begins?
4. Should a committee be appointed to establish standards for library cooperation to supplement or replace the existing A.L.A. rules on interlibrary loan?

The panel members expressed their views briefly and then answered the many questions addressed to them by the more than 90 librarians attending the meeting.

In spite of the diversity in size and type of library represented by those attending, the consensus was that fostering library cooperation is a professional responsibility. It was agreed that adherence to basic professional practices, if insisted upon, would fulfill the responsibilities of providing complete and accurate citations on inter-library loan forms and would further result in reasonable telephone reference requests.

It was decided, however, that strict adherence to A.L.A. rules on interlibrary loan would be unrealistic in view of the needs and experience of the libraries of the Bay Region. It was agreed that a Committee on Standards for Library Cooperation should be created and that its membership should include representatives from public, college, institutional and industrial libraries in the area. In addition to establishing standards for cooperation, this committee would act as a clearinghouse for complaints concerning libraries who were using library cooperation to subsidize their own operation. It was emphasized at this point that it was not the size of a library's collection, but the library's willingness to make it available to the community of cooperating libraries which should be one of the criteria for defining the cooperating library.

One of the most important developments during the meeting was the statement of Mrs. Stopple's that the San Francisco Library was engaged in a program to strengthen its resources in all subject areas and had adopted policies and procedures to make these resources available

Library cooperation (continued from page 3)

to all the libraries of this area. This is a development of major importance for Bay Region Libraries and a great credit to the leadership of William R. Holman, Librarian of the San Francisco Public Library.

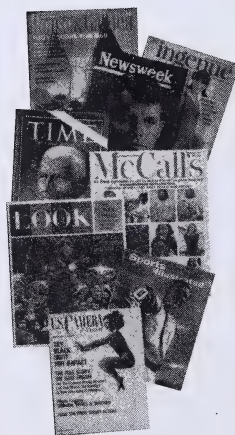
Subsequent to the April meeting, Marilyn Johnson appointed Kathrine E. Johnson, Varian Associates, Chairman of the Committee on Standards for Library Cooperation. Miss Johnson has asked that any members having suggestions for this Committee or problems involving library cooperation write to her at the following address: Miss Kathrine E. Johnson, 1019 Los Trancos Road, Menlo Park, California, or call DA 6-4000, ext. 2235.

Mark Baer

CONVENTIONEERS

The Chapter is sending a fair-sized delegation of members to see Alleen Thompson assume the office of S.L.A. President in Philadelphia. Raphaella Kingsbury, the chapter's Hospitality Committee Representative at the Convention, has been notified of the following people attending: Joe Anderson, Barbara Barlow, Mary Elsie Caruso, Marjorie Griffin, Bev Hickok, Marilyn Johnson, Maria Koutecky, Burt Lamkin, Jeanne North, Bill Petru, Betty Roth, and Bruce Yerke. Sorry if we left anyone out.

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Brigitta M. Vadasz
Circulation Manager

Consultation Committee

During the year the Chapter Consultant Officer received seven direct requests for assistance on library organization and practices from local organizations. Of these four have been completed and three are in progress. Of the four that are considered completed, at present there is no hope for one, another has been postponed and libraries have been started in two companies.

This year's requests for consultations came through Chapter Officers and members. Please keep it up! Next year when Committee Chairmen are announced, note the name of the Consultation Committee chairman and report leads on any business firm or other organization interested in establishing a library.

Margaret M. Rocq, Chairman
and Consultant Officer

DUPLICATE EXCHANGE COMMITTEE

The fall Chapter duplicate exchange was held in November. Ten lists were received and nineteen were requested. The spring exchange was held in April with twelve lists received and twenty-four lists requested.

Nancy Woolley, Chairman

Education Committee

The second Workshop for Library Assistants was held successfully at the University of San Francisco Library on September 10 & 11, 1964, with 67 registrants. The co-coordinators were Jean Chadwick and Margaret M. Rocq. The Speakers were again all Chapter members: Marjorie Griffin, Robert Meyer, Charlotte Owens, Margaret Uridge.

Twenty-three of those in attendance expressed an interest in a course for non-professional library assistants, suggested to run for two years with one meeting a week each semester. A proposal was also made that the Library Assistants form their own association.

(continued on page 7)

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Education Committee (continued from page 5)

Besides the Workshop, the Committee planned and has co-sponsored, for the Chapter, two courses for this spring of 1965. The "Library Use of Computers" has been running (15 week, two hours-one night a week) in San Francisco campus of the University of California Extension since February 9th with 102 paid registrants. The geographical distribution of those attending is wide; two from Los Angeles, one from Sacramento, nine from Davis, and others from Modesto, Watsonville, etc. Twenty-five of those registered are listed as from special libraries.

The "Library Personnel Administration" seminars were scheduled as three one-day Seminars. Besides Boynton Kaiser as the lecturer, these seminars also have panels of librarians as discussants, and special libraries and Chapter are represented on each panel.

Future plans: The Committee, besides being actively concerned with the publication of Acquisition of Special Materials, and the Workshop for Library Assistants, is also discussing possible courses for the education of the library assistants; further library administration seminar series; continuation courses for the springs of 1966 and 1967. It welcomes any suggestions or queries from the officers and other members of the Chapter.

Margaret D. Uridge, Chairman

Employment Committee

The attractiveness of this area as a place to work is evidenced by the geographic range of inquiries received by the Employment Chairman. Contacts have come from Alaska, Hawaii, assorted other states from here to Maine, and overseas from Ireland, England, Germany, France and Israel. However, people already in residence provide the bulk of the work of the Chairman.

In general, the job market is excellent from the employer's viewpoint, dreadful from that of the employee, and painful from that of the Chairman. There have usually been many applicants for a given position, with the exception of a few positions having comparatively unusual requirements. So active have people in the area been in ferreting out jobs that many were filled before the Chairman learned of them, or before he had a chance to refer suitable candidates. Most employers have been so reluctant to expose themselves to a flood of applicants that they have usually requested their positions not be advertised. Thus, it has not been feasible to attempt the issuance of local announcement list as has been done in the past.

Of the positions which were recorded with the Chairman, most were in the Chapter area. However, a few notices came from distant locations, including Tacoma, Hanford, Columbus (Ohio), and Santiago, Chile. Some thirty-five positions appeared on the scene, however briefly, during the year. Five are presumable unfilled at the end of this report period.

One hundred and thirty-seven individuals contacted the Chairman during 1964-65, including visits to his office by sixty-eight people. Records on sixty-three remain in the active files, some of which are carried over from the previous year. It is not always obvious when the referral procedures have a direct result in placements, but four individuals did express appreciation for assistance in locating positions.

It appears likely that a substantial number of people will always be seeking employment in this area. Therefore, it is highly desirable that a program be developed to persuade actual and potential employers to make use of the Employment service and thus to expand the opportunities for librarians in this Chapter.

Roger M. Martin, Chairman

Joint Chapter Meeting Committee

The joint meeting of the three chapters of S.L.A. in California (San Diego, San Francisco, and Southern California) occurred in Los Angeles, November 7, Ambassador Hotel, at the conclusion of the California Library Association's 66th annual conference.

The all-day program, developed and executed by Mrs. Johanne E. Tallman, vice president, Southern California Chapter, and presided over by Miss Edythe Moore, president of the Chapter, included the following speakers and topics: "Recent Developments in the Copyright Law," by Warren Patton, attorney-at-law, Fulwider, Patton, Ruber, Lee and Utecht; "The Present Status of Photographic Service at UCLA Library; and The Need of Special Libraries for Access to Large Research Libraries", by Mrs. Margaret N. Sloane. Miss Elizabeth Guethlein was appointed San Francisco's official representative at the meeting.

The Executive Board and this Committee explored possible changes in organization of the tri-chapter meeting with the aim of broadening the basis of program formulation, increasing member attendance, and resolving certain problems arising from scheduling meeting in consonance with CLA's annual convention. In an effort to encourage tri-chapter cooperation, particularly with respect to program development, the Executive Board recommended on March 17, 1965 that both Southern California chapters be approached with the following proposal: That preliminary discussions between joint meeting chairmen begin at the association convention and that appointment of chairman of the committee be made by the president-elect, subject to confirmation by the incumbent president, and be contingent on appointee's attendance at convention. President Johnson was instructed to apprise both chapters of this recommendation and to enlist their agreement and approval to begin preliminary discussion in Philadelphia for the joint meeting to be held in San Francisco in December 1965.

Phyllis J. Anderson, Chairman

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Membership Committee

9

It appears that total membership has grown from 326 at this time last year to 351. However, the list of members dropped for non-payment has not been received. It is likely that we may show no growth. We have had an over-all loss of one active member, but the membership in IV (Affiliate) has leaped from 10 to 24; student membership climbed from 19 to 33, despite the dropping of several for non-renewal of dues. (Non-renewal of very old dues, e.g. 1963/1964 dues, dropped after April 13, 1964). Resignations are up to 8 from 5. We don't like this, as it is an active rather than passive way of leaving the organization. But the figure is still small and should represent a normal attrition. A breakdown of the figures follows.

I Sustaining	6	(Down 1)
II Life	1	(same)
III Active	236	(down 1)
IV Affiliate	24	(up 14)
V Associate	48	(up 2)
VI Student	33	(up 14)
VIII Emeritus	3	(up 3)
<u>Total</u>	<u>351</u>	

New Members	31	(down 9)
Transfers-In	20	(up 5)
Transfers-Out	7	(down 3)
Reinstatements	4	(down 1)
Resignations	8	(up 3)
Welcome Wagon Letters	too few	(down plenty)
Prospective members contacted	13	(down 25)
Delinquent dues letters	80	(up 4)

Theodor B. Yerke, Chairman

FINAL MEETING OF THE YEAR

The 1964-65 program schedule closed delightfully with a fine buffet and wine on Wednesday May 19, at the Claremont Hotel in Berkeley. As usual for the last meeting something other than librarianship was chosen for the program. Mr. Wolfgang S. Homburger, Associate Research Engineer and Lecturer, Institute of Transportation and Traffic Engineering, University of California, proved to be an interesting, knowledgeable, and very entertaining speaker. His talk and slides on the Bay Area Rapid Transit District (BART), delivered with humor, clarified many questions. Miss Beverly Hickok, Librarian at the Institute, provided us with an excellent bibliography on BART.

The Main point of business brought up prior to the program was the announcement of the new officers. Marilyn Johnson, presiding at her last meeting as President, briefly reviewed the many accomplishments of the year.

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Non-Serial Publications Committee

This is the first year in which the Nonserial Publications Committee functioned, and much of its activity was organizational in nature. A procedure for this committee has been submitted to the Procedures Committee.

The issuance of a chapter Style Manual, based on the SLA Author's Manual, marked this committee's first efforts. The Science-Technology House Journals union list, Eugenia Ironside, Chairman, was also distributed.

Close liaison was held all year with the very active Education Committee, Margaret Uridge, Chairman, in the planning of several publications. The SLA Nonserial Publications Committee was contacted for the possibility of publishing last year's U.C. Extension course "Acquisition of Special Materials." Little interest was shown, however, by the Association, so work has begun to produce the lecture series as a chapter publication with Isabel Jackson, formerly Documents Librarian, U.C. Berkeley, as Editor. She reports revision of texts of lectures has already begun, with expected full participation by all lecturers.

An inquiry has been directed to the Sci-Tech Division for possible financial aid in publishing the current U.C. Extension course, "Library Use of Computers". We also hope to make available last September's "Workshop for Library Assistants" as offered at the University of San Francisco.

Work on the union list of serials, Mark Baer, Chairman, is moving rapidly.

The newest project under consideration is a chapter directory of library resources, similar to the one produced by the Southern California chapter. Raphaella Kingsbury has agreed to chair the committee work on this project, and the form for mailing to local libraries is being prepared.

William C. Petru, Chairman

NOTICE

Giving a lecture this summer?
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Program Committee

Programs for 1964-65 were planned to stimulate membership participation in the programs. Many of the program ideas were received from Mr. R. Kraft and Miss M. Johnson who were previous Program Chairmen.

Comments:

1. One Special Interest Workshop was held in addition to the regular Chapter meetings.
2. Chapter membership attendance at the joint meeting with ADI increased substantially over previous years.
3. Over-all attendance at regular meetings was good and did not fluctuate to any great extent.
4. There were many activities on the Chapter calendar this winter and spring which caused scheduling problems for some of our meetings.

Programs for the year were:

- Wednesday, September 23, 1964 - Panel presentation on the "The Copyright Law" presented by Mr. S. Lubitz, Patent Attorney, Ampex and Mr. D.O. Winslow, Patent Attorney, Shell Development Co. The meeting was held at the Kaiser Center in Oakland. Attendance: 64.
- Monday, November 9, 1964 - A dinner meeting was held at the American Bar Association and the SLA President, Mr. W. Budington, presented our program. Attendance: 68.
- Tuesday, December 15, 1964 - The meeting was held at the Shadows Restaurant in San Mateo. Mr. Jack Goldman presented a talk on "The Adventure of a Literature Search, an Argosy or Odyssey." Attendance: 65.
- Wednesday, January 27, 1965 - A dinner meeting was held at the El Rancho Motel in Millbrae. The program was on "Bookbinding or Near Bookbinding: a discussion of the differences in bookbinding; costs and speed of service." Following a talk by Mr. W. Scheider, a tour was made of the Perry Davis Bookbindery. Attendance: 68
- Thursday, January 28, 1965 - A Special Interest Workshop was held in conjunction with an ADI meeting. The topic was "Simulation." There were presentations from Dr. I. A. Warheit; Mr. D. D. Prentice, IBM, General Products Division, San Jose; and Mr. T. Phillips, IBM, ASDD Library. Attendance: 25 S.L.A. members.
- Thursday, February 25, 1965 - A panel discussion was held at the Veneto Restaurant in San Francisco. The topic was "The relationship between the Library and its user; the special, county and university." Presentations were by Mr. George Farrier, Santa Clara County Library; Mr. Jack Pooler, Stanford University; Miss Lorraine Pratt, Stanford Research Institute. Mr. B. E. Lamkin, IBM, SDD Library, was moderator. Attendance: 70.
- Wednesday, March 24, 1965 - A Joint ADI/SLA Symposium was held at Galleon Restaurant, Alameda. The topic was "New Requirements for Subject Indexing." The speakers were Miss P. Bazendale, Research Division, IBM Corp; Mrs. J.G. Yeazell, Reference Librarian, University of California; and Mrs. B. Barlow, Reference Librarian, Ampex. Attendance: 83

(continued on page 17)

Publicity Committee

A decision was reached at the first meeting (in July, 1964) of the Board and Advisory Council, San Francisco Bay Region Chapter, that the Chapter would publicize only SLA matters of general interest to the public, i.e., President Budington's visit, the John Cotton Dana Lecture, the Joint Educational Programs with the University of California Extension School.

Press releases were sent to local newspapers about President William S. Budington's visit to San Francisco, the East Bay and the Peninsula area. Through the persistent and successful efforts of Miss Emily Lombard, who assisted with the duties of Public Relations, Mr. Budington was interviewed (and the discussion taped) twice on KQED, on the Al Douglas show.

The John Cotton Dana Lecture and tea for the University of California Library students by the San Francisco Bay Region Chapter was written up in several East Bay papers.

The University of California Extension Division preferred to publicize the Joint University of California-SLA course on Library Use of Computers, and also the Seminars in Library Personnel Administration. However, the services of the SLA Chapter were offered.

Marion M. Smith, Chairman

Recruitment Committee

The two major activities of the year involved the students of the University of California School of Librarianship. In the Fall Semester, a tea was held for the students on the same day that Thelma Hoffman presented the John Cotton Dana Lecture at the School. During the Spring Semester, open house tours were offered to students by selected libraries. During National Library Week a brief talk on special libraries was given by the Recruiting Chairman at a luncheon meeting of the Soroptimist Club in El Cerrito. Throughout the year letters and recruiting pamphlets were sent to individuals in response to requests for information on special libraries which had been forwarded from headquarters.

The tea, which was held on November 18, 1964 at the Women's Faculty Club on the University campus, was attended by an estimated 85 person, consisting of students and faculty of the School of Librarianship and chapter members. The members serving as hosts or hostesses included Don Gholston, Beverly Hickok, Thelma Hoffman, Eugenia Ironside, Marilyn Johnson, Raphaella Kingsbury, Burt Lamkin, Glenn Maynard, Bill Petru, Peg Uridge, and Bruce Yerke. Recruiting literature was distributed, and students gathered around the members asking questions about special libraries and job opportunities. The tea was very successful, and it is recommended that it be considered an annual event.

Open house tours for the School of Librarianship students were planned for April 27th and 28th. The following libraries offered tours: in San Francisco, Bechtel Corp., Federal Reserve Bank, Standard Oil Co. of Calif., and the World Trade Center; in the East Bay, California Research Corp., Safeway Stores, Shell Development Co., U.S. Forest Service, and the University of California's Institute of Transportation and Traffic Engineering; on the Peninsula, Ampex Corp., Stanford Research Institute, and Varian Associates.

Some 18 requests for information on special libraries were forwarded from headquarters, and letters and recruiting pamphlets were sent to the individuals.

Beverly Hickok, Chairman



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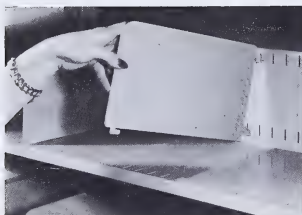
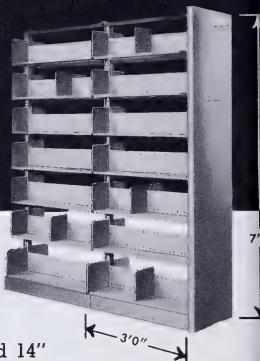
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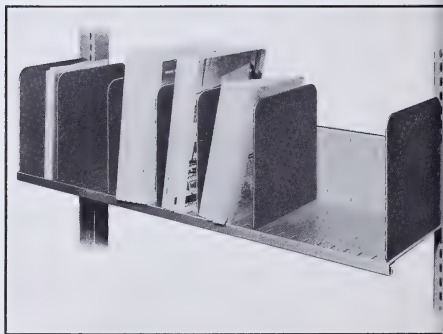


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SPECIFICATIONS :

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Union List of Periodicals Committee

The Committee on the Union List had its first meeting at the end of September, 1964. From November, 1964, through February, 1965, the Committee prepared the "Union List of Serials Work Sheets," a compilation of titles taken from New Serials Titles and the 10th edition of Ulrich's Periodicals Directory. It was hoped that this 251-page set of work sheets would help reduce the amount of clerical work involved in reporting holdings.

Work sheets with a cover letter and instructions, were mailed on March 26, 1965, to 120 area libraries. A deadline of May 1, 1965 was set for return of this work sheets with holdings entered. As of 17 May 1965, 57 libraries have returned the completed lists. Including those known to be coming there will be over 60 participating libraries, giving up better than 50% return. The Committee hopes to be able to publish the new union list by December, 1965.

Mark Baer, Chairman

Wilson Award Committee

The Committee has met and planned the Chapter entry on "information resources and cooperation." The Chapter meetings which are applicable, the publication of the Science-Technology House Journals union list, the current union list of periodicals project and the library resources of the Bay Area project will be stressed.

Mark Baer, Chairman



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CHAPTER BOARD MEETING FOR APRIL 1965

President Johnson called a special Chapter Board meeting for the afternoon of Wednesday, April 21, 1965, to be held in San Francisco before the scheduled evening meeting at the San Francisco Public Library. Board members assembled at the restaurant table were: Marilyn Johnson, Bruce Yerke, Burt Lamkin, Don Gholston, and Raphaella Kingsbury, with Maria Feder, Roger Martin, and William Petru as invited members from the Advisory Council.

All chapters had been required to rewrite the bylaws by order of the Association Bylaws Committee to qualify for financial support, and this feat had been accomplished by the efforts of the Procedures Committee, composed of Betty Roth, Marjorie Griffin, Bruce Yerke, and Marilyn Johnson. The changes in the bylaws, rewritten to conform to Association standards, were mainly in matters of policy, as well as the inclusion of officers' duties, which were formerly only in the Procedures Manual. Following are the major changes. The Editor will appoint the Advertising Manager, and the Chairman of the Membership Committee. Committee Chairmen will appoint their own committee members without Board or President's approval. However, the President will continue to appoint the Nominating Committee with the approval of the Board. The quorum necessary to conduct business at regular meetings will be designated by number rather than percentage, and the number will now stand at 30. The bylaws will no longer enumerate standing committees, and the chapter will thus have greater flexibility in operation. For the payment of bills the requirement of co-signers is dropped, and the Treasurer's signature alone is valid.

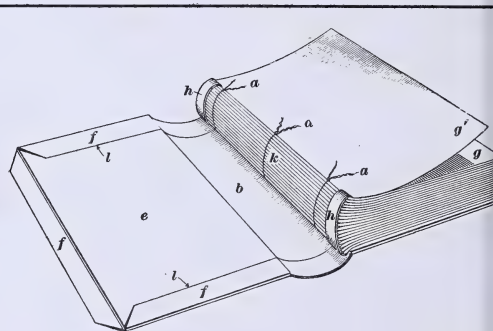
(Editor's note: The Bylaws were approved 122 - 1. The President will be glad to hear from the great Dissenter.)

The resignation of the Bulletin Editor was announced by the President who selected William Petru to act as Editor for the next issue.

President Johnson predicted that the San Francisco Chapter would entertain the national convention in 1976, the prophesy crystallizing from the invitation extended to national headquarters following the Board's approval at the last meeting. Suggestions for the Joint Meeting of California S.L.A. chapters, discussed at the previous meeting, have not yet materialized because of silence in the south, and there are no plans now for a meeting of joint meeting committee heads during the national convention this June.

The problem of Bulletin advertising rates was brought to the attention of the Board by Maria Feder, Advertising Manager, with the proposal that a standard rate be set and better guidelines established to help future advertising managers. This was accomplished.

Whether or not to charge for the membership directory stirred up quite a bit of disagreement. Although each member is entitled to a directory, it is often necessary for members to have additional copies. Sometimes students want directories for making job contacts, and it is then a matter of charging for something to which they are not entitled or encouraging them to enter the special library field by letting them have this help. It was agreed, however, that, since students may belong to the Chapter at student rates and thus get their directories, or, if non-members, have access to their library school's directory, it would not be necessary to cope with this issue.



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It was finally decided that directories would be free to membership with committee chairmen and others entitled to additional copies upon request, and that, only when the directory is to be used for commercial purposes, would there be a five dollar charge. Distribution of extra directories would be at the discretion of president and vice-president, who is membership chairman.

By the time the issues of advertising and directories were resolved, the members were well along with dinner. The remainder of the table talk then revolved about employment matters, introduced and expounded by Roger Martin, Employment Chairman. Whether or not to include job listings or advertisements of employers and job-hunters in the Chapter Bulletin involved many problems. Employers, Roger explained, are often reluctant to advertise because they do not want an unscreened door to applicants. If they are willing to advertise, should there be a charge or not? Should applicants have free or paid notices, considering many applicants are not members of the chapter? Should advertisements be considered only if the positions are in this area or should all be accepted, since any move out of the area opens a position for someone else? The headaches of the Employment Chairman need effective remedies, and because of the many ramifications of this important area of chapter activity, the President invited motions from the members to suspend action until further study. After several motions were made and dropped, a motion was finally passed designating the Employment Chairman and Bulletin Editor as a committee to draw up recommendations on the issue of employment to submit to the Board for approval.

Raphaella Kingsbury
Secretary



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Menlo Park, Calif. 94025

Mr. Kenneth I. Pettitt
2420 L St.
Sacramento, Calif. 95816

Miss Maxine D. Spoonhour
2506 College Ave.
Berkeley, Calif. 94104

Transferred in:

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Orange, California

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1307 B Montgomery St.
San Francisco, Calif. 94133

Miss Margaret M. Roche
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Sacramento, Calif. 95811

Mr. Barlow A. Weaver
1520 Greenwich, Apt. 12
San Francisco, Calif. 94123

Resignations:

Mrs Hertha Bengtson
315 Concord Way
Burlingame, Calif.

Mrs. Ruth S. Burwash
5745 Greenridge Road
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Resignations: cont'd

Dr. Adorjan Galffy
15 Hawthorne Way
San Jose, Calif. 95110

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Stauffer Chemical Co.
Biological Research Center
P. O. Box 760
Mountain View, Calif.

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Palos Verdes Estates, Calif.

Program Committee (continued from page 11)

Wednesday, April 21, 1965 - The meeting was held at the San Francisco Public Library, San Francisco. The topic was "Library Cooperation Among Bay Area Libraries." The speakers for the meeting were Mr. Mark H. Baer, Moderator, Ampex; Mrs. J. B. North, Stanford University; Mr. W. C. Petru, United Technology Center; Mrs. E. B. Roth, Standard Oil Co. of California; and Mrs. A. R. Stoppl. San Francisco Public Library. The 1965-66 candidates for Chapter offices were present. An Open House and conducted tours were scheduled. Attendance: about 100.

Wednesday, May 19, 1965 - The final meeting of the year was held at the Claremont Hotel, Berkeley. The newly elected officers were introduced, and Mr. Wolfgang S. Homberger spoke on "Rapid Transit comes to the Bay Area." Attendance: over 50.

Burton E. Lamkin, Chairman

The editor wishes to thank Mrs. Darlene Howard, the best library assistant in the chapter, who had the patience to type, and type, and type, and type this Bulletin.

ANNOUNCE

July 19 through July 30, 1965; 9 a.m.-4 p.m.
102 California Hall, University of California, Berkeley
10 meetings: \$65 Class limited to 30

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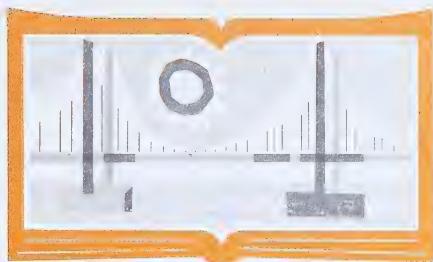
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Important Notice — See Page 15

SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

AN INAUGURAL ADDRESS. . .

His cogitative faculties immersed
In cogibundity of cogitation.

Chrononhotonthologos, Act I, Sc. 1
by Henry Carey

Presidential messages (except in situations of real power) are rather like the productions of poets-laureate who, however fruitful in their work before appointment, now dwell on tedious encomia. I feel on this occasion overcome by a sense of official banality. Let me therefore get this part over with immediately: in the coming year we must all do better, work harder, become more professional, improve the command of our skill, attend meetings, volunteer for committee work; we must realize we work in an age of flux, of transition, of mechanization, of advancing technology, of bibliothecal glossolalia; we must look in all directions at once and to all horizons while concentrating diligently on the task at hand; we must do a professional job of pellucid impeccability with modest humility and hope management appreciates it. And above all, we must pay our SLA dues promptly at the first of the year to save our overworked headquarters staff time and money sending out reminders. There! As President I shall lead you in all these activities, providing I can obtain adequate secretarial help.

RECRUITING

Before assuming this responsible office, my principal interests have been recruiting, programs, and education. Beverly Hickok, last year's recruitment chairman, is familiar with my peculiar theory of library recruitment, namely: people usually choose librarianship as a second career decision, and that librarianship is generally a great salvage operation for persons who had earlier entertained some other main career choice. But most of our recruiting literature is slanted as if librarianship were competing on an equal-attraction basis with first-choice careers, such as engineering, science, academic disciplines, etc. I'd like to see some thought about this in recruiting activities, and be proven wrong if possible.

PROGRAMMING

On the matter of programs, my opinion is that they are just like dramatic productions. A bad program, poorly timed, with too-long this and too-unclear that, has the same debilitating effect on a membership as a bad play, with actors out of step and the staging poorly blocked. The communal life of the Chapter exists only at our general

(continued on page 3)

EDITOR

Mr. William C. Petru
United Technology Center
P. O. Box 358
Sunnyvale, California

ADVERTISING MANAGER

Mrs. Judy H. Fair
Stanford University Libraries
Stanford, California

CIRCULATION MANAGER

Mr. Joseph Anderson
Ampex Corporation
401 Broadway
Redwood City, Calif.

SLA PRESIDENT MISS ALLEEN THOMPSON

This year, the Bulletin is dedicated to Alleen Thompson in her efforts to guide the Association in its year's work. She has always been unstinting in the time she has given the Chapter, and she continues to attend our board meetings filled with suggestions and advice at a time when her minutes are few. Since Alleen is not willing to forget her Chapter while assuming greater responsibilities, we members of SLA must remember to support her when and where we can.

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Director 1964-65

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AN INAUGURAL ADDRESS (continued from page 1)

meetings. We all come to eat and have a cocktail, but this too often is the best part of the evening. The Program Chairman has an extremely difficult job and one of the very most important. He requires support and cooperation from anyone whom he taps for participation — while at the same time any member who has program ideas should speak up. Program ideas are not the exclusive responsibility of the program committee.

EDUCATION

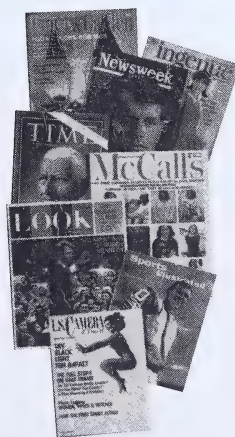
On the matter of education, new and continuing, library school was unquestionably the nadir of my academic experiences, except for the second grade, which was hell. It's terrible to have to say this, but it is true. That's why the subject fascinates me. We have put on some education courses which, while satisfying many, left others feeling the contents were a little below expectation. The need for continuing education is manifest, and the need for special librarians to be interested in basic library school education is no less so. Library schools, while coping with rapid changes in the field, have to provide in one year and a summer session a broad, general, competent foundation for their graduates. It's a thankless task.

TUUM EST!

All librarians, general, special, and sub-standard, as well as library school faculties, need to keep the market place an open area of communication. And a very wise man (Albert J. Nock) has observed that few men can seldom manage a family well, let alone larger units of organization. Any accomplishment, even the smallest, is a tremendous effort. No one can sit back and yet be of any use. As Marjorie Griffin said in her president's message to you a few years back, TUUM EST!

Theodor B. Yerke, President

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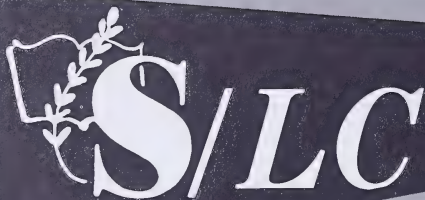
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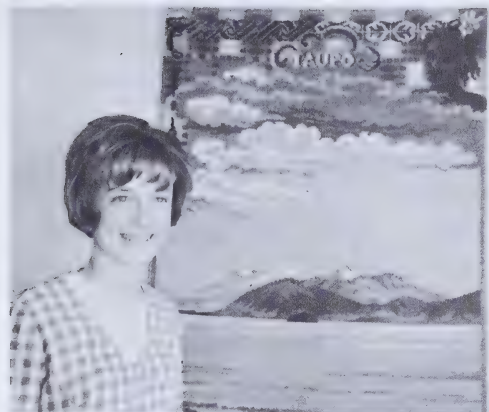
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In the October issue of Cosmopolitan Magazine, petite Judy will explain how she has managed both husband and a busy career and succeeded in both. Judy graduated from Stanford University in 1962 and followed this with a master's degree in library science from the University of California

Library School at Berkeley. She worked at the Technical Information Service at Stanford until this summer when she transferred to the Government Documents Section in the Stanford Libraries. Her husband works at Stanford Research Institute. Judy's hobbies are Japanese brush painting, bowling and reading.

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COMMITTEE ON LIBRARY COOPERATION FORMED

The Committee on Library Cooperation has been formed and is composed of the following members:

Representing Public Libraries: Mrs. Avis R. Stopple, San Francisco Public Library; Miss Ann Scott, San Mateo County Library; W. G. Webster, Hayward Public Library.

Representing University Libraries: Miss Clara Manson, Stanford Lane Medical Library; *Theodore Gould, University of California at Davis.

Representing Institutional Libraries: Mrs. Nancy Myers, Stanford Research Institute.

Representing Industrial Libraries: Miss Kathrine Johnson, Varian Associations (Chairman); Burt Lamkin, IBM; Mark Baer, Ampex Corp.

Advisory Ex-Officio Members: Mrs Margaret Uridge, University of California at Berkeley; Dr. I. Albert Warheit, IBM.

The first meeting of the committee will take place early in the Fall. At this meeting the overall objectives of the committee will be formulated and some of the problems underlying cooperation among libraries in the San Francisco Bay Region will be analyzed. The committee asks that any member with suggestions or problems in library cooperation communicate with any of the members.

Kathrine E. Johnson

*Tentative

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Executive Board and Advisory Council Meetings

The post-conference or "change-of-guard" meeting of the Executive Board and Advisory Council was called by the new administration for June 30, 1965, at the U. C. Men's Faculty Club, primarily for the exchange of portfolios between outgoing and incoming officers. The new President Bruce Yerke, presided, calling it a get-acquainted meeting and enlivening it with 8 bottles of wine divided among 17 members present.

Those present were: Bruce Yerke, incoming president; Marilyn Johnson, immediate past president and Chairman of Procedures Committee; Jeanne North, vice-president and Membership Chairman; Raphaella Kingsbury, secretary; Maria Feder, incoming Treasurer; Scott Buginas, outgoing treasurer; Barbara Ivantcho, incoming Director and Hospitality Chairman; Margaret Luce, Chairman of Duplicate Exchange; Peg Uridge, Education Chairman; Roger Martin, continuing Employment Chairman; Mary McCain, Public Relations Director; Martha West, Publications Chairman; Marie Koutecky, Recruitment Chairman; Mark Baer, Union List Chairman, Judy Fair, Advertising Manager; Brigitta Vadasz, outgoing Circulation Manager; and Joe Anderson, incoming Circulation Manager.

A letter from SLA Translation Center requested local chapter volunteers to man the Translation Booth during the annual exposition of science and industry of the American Association for the Advancement of Science, December 27-30, 1965, at the ASUC Student Center in Berkeley. (See next Board Minutes, page 10 for latest information.)

The proposal for changing the nature of the joint meeting, which has been under discussion for some time because of expressed criticism at the previous meeting, stimulated a lively exchange of ideas. A letter, written by Anne Avakian, President of CURLS to Bruce Yerke, which was not produced in evidence but quoted, invited the Chapter participation in the Friday CURLS meeting for a panel presentation of the problems of industrial and government uses of academic libraries. This joint meeting with CURLS instead of with the southern SLA chapters would still represent the meeting of north and south at the CLA conference but would become a joint CLA-SLA meeting. Jeanne North opposed any distinction being made between special and university libraries in such a panel discussion because the two are not mutually exclusive. Mark Baer, Marilyn Johnson and others threw verbal hats into the ring until referee Yerke pointed out that it was not for the Board to decide the content of the meeting but only if we wished to accept the invitation. He called for a count down in hands approving the motion, made by Peg Uridge and seconded by Roger Martin, to the effect that the invitation extended by Miss Avakian to hold a joint meeting with CURLS on the Friday of the CLA conference be accepted. With the motion passed, the

(Continued on page 10)

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MINUTES (cont'd from page 9)

matter of the program was left to the program Chairman who would present the ideas formulated at the next board meeting for approval.

Peg Uridge, reporting on plans of the Education Committee, said that a series of courses leading towards a certificate in data processing is under consideration, and, to that end, the Fall course will be one on advanced systems with last Spring's course as the prerequisite.

The first meeting of the new Executive Board and Advisory Council of the Bay Region Chapter was held in San Francisco at Torino's on Wednesday, August 11, 1965, with 16 present. The participants were: Chapter President Bruce Yerke; National SLA President Alleen Thompson; Immediate Past President and Procedures Committee Chairman Marilyn Johnson; Secretary Raphaella Kingsbury; Treasurer Maria Feder; Director and Program Chairman Don Gholston; Directory and Hospitality Chairman Barbara Ivantcho; Bulletin Editor Bill Petru; Public Relations Director Mary McCain; Recruitment Chairman Marie Koutecky; Consultant Margaret Rocq; Circulation Manager Joe Anderson; Advertising Manager Judy Fair; and Joint Meeting Committee Chairman Roy Nielsen.

President Yerke opened the meeting by reading a communication from the SLA Translation Center requesting confirmation of plans for the manning of the translation booth at the annual meeting of the American Association for the Advancement of Sciences, scheduled for December 27-30, 1965, in Berkeley. The booth is to be open December 27-29 from 10 a.m. to 6 p.m. and on December 30 from 9 a.m. to 5 p.m., thereby creating an 8-hour work day at the Claremont Hotel. Roger Martin reluctantly accepted the chairmanship of the committee with tentative volunteers Alleen Thompson, Bruce Yerke, Maria Feder and Raphaella Kingsbury. Others interest may signify by saying "I" to Roger Martin.

(continued on page 11)



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MINUTES (cont'd from page 10)

The subject of the Wilson award, for which committee there is no chairman at the moment, was discussed. The theme this year is "The Special Librarian, a Vital Communications Key". The hundred dollars awarded to the winning chapter is an incentive, but little interest is shown among the chapters. Regrets were expressed by those who attended the national convention in Philadelphia that it was difficult to locate the display of this year's entries, of which there were only two with the Bay Region Chapter in second place. Marilyn Johnson suggested that, if the chapter decided to enter the competition, a special program should be devoted to the theme, such as projects about communication media and ways that the librarian can improve as a "communicator". Don Gholston agreed to consider this theme for one or more meetings. A chairman for the Wilson Award Committee will be appointed when President Yerke finds someone not only willing to undertake the project but also able to utilize the services of graphic artists. Alleen Thompson commented that the Wilson Award is to be reviewed to encourage greater interest and participation among the chapters, and to this end a questionnaire will be sent out to elicit reactions.

Treasurer Maria Feder inquired if tips were included with the stated charges for dinner meetings, and it was admitted that there may have been an occasional lapse. However, Hospitality Chairman Barbara Ivantcho agreed to make certain that 15 percent would be added to the basic cost of the dinner to take care of the fair billing for the bill of fare. The Treasurer's financial statement was a balance on hand of \$252.71 before the allotment.

Joe Anderson, as Circulation Manager and member of the Membership Committee, reported on the coordination of the membership list with the names received from headquarters and asked if the addressograph should be corrected in accordance with the list. He felt that verification should first be made, and wondered how best to achieve this end. After a brief discussion as to the advisability of having address cards mailed

(continued on page 12)

Report From Union List Of Periodicals Committee

The initial mailing was sent to 118 libraries. At present we have received completed lists from 69 libraries, with 3 more promised before the end of August, making a total of 72 cooperating libraries.

The combined registration of holdings will be completed in September. In October members of the Committee will check all entries for accuracy of title, etc., against the national "Union List of Serials" and New Serial Titles".

Preparation of final copy for publication will be done in November, followed by publication in December of this year.

The Committee would again like to express its sincere appreciation to all of the librarians for their work in preparing and submitting their holdings to the Committee.

Mark Baer, Chairman

MINUTES (cont'd from page 11)

with the Bulletin, the meeting announcement, or separately, it was agreed that a separate mailing of the double post card for the return of official addresses might be most satisfactory. However, a motion by Marilyn Johnson, to the effect that the Circulation Manager be allowed to decide on the most economic and efficient means, was passed by the group.

Judy Fair, as Advertising Manager, asked about the desirability of contacting prospects by letter. This seemed a good idea in the past, along with personal telephone calls to local firms. Maria Feder, former Advertising Manager, suggested that it might be effective if each librarian, who is transacting business with a firm, notify Judy Fair of the firm's name for her to follow up with an SLA commercial, thus to solicit advertising at an opportune moment.

Margaret Rocq, co-consultant with Betty Roth, reported that Betty had proposed a possible change in presentation for the "1-day consultation" to "Professional courtesy service".

Don Gholston announced plans for the first meeting to be held September 22 (see page 13 for details). For future meetings, suggestions were made for a State Library-centered or State document meeting; communication theme programs slanted towards management or clients; a practical mechanization discussion; or a scheduled well-known speaker. The official list of available speakers proposed by headquarters poses a financial problem, and many chapters may find it expedient to pool resources and coordinate dating to pay expenses for these circuit riders. Hospitality Chairman Barbara Ivantcho will cooperate with the Program Chairman in plans for the meetings.

(continued on page 13)

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MINUTES (cont'd from page 12)

Marie Koutecky in planning activities for recruitment asked about financial arrangements for the library school tea. Information was forthcoming that tea and space are provided by the Faculty Women with funds provided by the Chapter and the expense approved as an annual expenditure.

The final report of the evening was made by the newly appointed chairman of the Joint Meeting Committee, Roy Nielsen, who is replacing Burt Lamkin, IBM's spaceman or flying emissary. Representing the SLA Chapter, Roy is working with the CURLS representative, Marc Gittelsohn, to plan the program for the joint meeting of SLA and CURLS to be held at the Hilton in San Francisco as the December 10 meeting at the CLA conference. A preliminary discussion had been held at a UCRL luncheon with Bruce Yerke, Roy Nielsen and Marc Gittelsohn, but no program had materialized. Ideas are, therefore, welcomed for possible angles on cooperation and communication between generalized and specialized libraries. The morning panel discussion is to be followed by a luncheon during which it is hoped that the people will sit with members of other groups to mix ideas and personalities.

The hour grew late and the meeting was adjourned.

Raphaella Kingsbury, Secretary

.....

first meeting scheduled for downtown san francisco

The first chapter meeting of the new year is scheduled for Wednesday, September 22 at the Iron Duke, 132 Bush Street, San Francisco. Cocktail hour will start at 5:30 p.m. By 7:30 p.m., four groups will begin forming for short walking tours of local libraries. The libraries which have kindly offered to open their doors to a bunch of critical librarians are the San Francisco Public Library Business Branch, Pacific Gas and Electric, Standard Oil of California, and the Wells Fargo History Room.

This first meeting is a good chance to renew old acquaintances, meet new acquaintances, see four excellent libraries, and enjoy a good dinner. Send in your reservation to Mrs. Barbara Ivantcho now if you haven't already done so.

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CONTINUING EDUCATION IN LIBRARIANSHIP DROPPED

As this issue of the Bulletin went to press, word was received that the University of California Extension Program Continuing Education in Librarianship was terminated on August 31.

Programs scheduled for Fall, announced in this issue and in the mailings which recently went out to the membership, will be held under the auspices of the Department of Letters and Sciences.

A legislative cut in appropriations for University Extension resulted in the decision to abolish deficit programs. Continuing Education in Librarianship had been operating at a deficit. Since establishment in 1963 with Miss Eleanor Alexander as part-time coordinator, more than 500 have attended the workshops and courses offered. Time had not permitted the program to become established on a self-sustaining basis before it was cancelled.

Since continuing education is a goal all of us should subscribe to, we should be willing to do our utmost to see that the courses are renewed. Although it is too late now to reinstate the program -- the budget has been set -- there is some hope for next July. Letters of protest can be addressed to:

Mr. Paul H. Sheats, Dean
University Extension
Room 1237, Administration Bldg.
University of California at Los Angeles
Los Angeles, California 90024

Copies should be sent to:

Mr. Morton Gordon, Director
University Extension, Berkeley
2230 Fulton Street
Berkeley, California 94720

and

Mr. Robert Meyer, Chairman
Advisory Committee to University Extension in Librarianship
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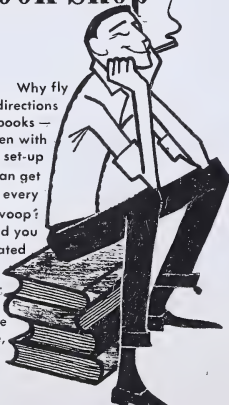
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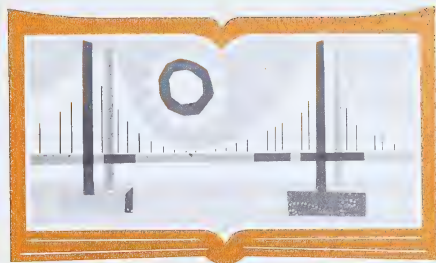
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SPECIAL LIBRARIES ASSOCIATION /

SAN FRANCISCO BAY REGION CHAPTER BULLETIN

CURLS-SLA JOINT MEETING AT THE 1965 CLA CONVENTION

Date: Friday, 10 December 1965
Time: 10:15 to 12 with lunch to follow at 12:30 (No Program)
Place: Hilton Hotel (Parlors 1, 2, 3), San Francisco

"California's Academic and Special Libraries: Partners in Research" — A Panel Discussion on Challenges and Opportunities for Reciprocity.

- I. Introduction (5 min.) Chairman: Mrs. Jeanne North, Stanford University
Summary of the literature — Common objectives — Overlapping activities — The balance (collection emphasis of the general library and personnel emphasis of the special library) — Introduction of Speakers.
- II. Existing Patterns of Relationships Between the Two Kinds of Libraries in California. (15 min.) Speaker: D. Koepp, University of California, Berkeley.
A survey of the present situation — statistical data — problems: workloads of the academic libraries, their primary clientele — evaluating the costs of use — U.C. and Stanford examples.
- III. Ongoing Examples Instancing Fruitful Collaboration Between General and Special Libraries. (15 min.) Speaker: R. Martin, Shell Development Company.
How academic libraries make good use of special libraries when they know more about them: their holdings, services and organizations — Extent of borrowing from special library collections by academic libraries — How the profession benefits from work of special librarians in preparation of reference tools, union lists and in the development of advanced techniques of information handling — less well known examples of reciprocity.
- IV. Creative Proposals and Ideas for Future Implementation that Might be Applied to Further the "Partnership". (15 min.) Speaker: G. Luckett, Naval Postgraduate School, Monterey. Special library experimentation in mechanization and automation — Interchange of rapid information via network of specialized reference services.
- V. Panel Discussion (15 min.)
- VI. Questions and Ideas from the Audience (30 min.)
- VII. Summary and Conclusion (5 min.) Chairman.

Luncheon

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AN EDITORIAL

An interesting phenomenon — although by no means a rare phenomenon — occurred at the Chapter meeting in September. Some discussion at the meeting took place on the cancellation of the Continuing Education for Librarianship Program sponsored by the University of California Extension. This dire circumstance which affects us all directly or indirectly was duly reported in this Bulletin, which is the Chapter's prime communication medium. The news was also reported in other publications throughout the State. The phenomenon which is interesting in this: during the discussion of the cancellation very few of the membership present seemed to be aware that there had even been a cancellation of an important program. From the head table, looking out over an uncomprehending blur of faces, it was depressing. This unawareness has been apparent in the past from time to time, but the usual story is that, "Nobody notified me!", or "Why weren't we informed about this!" or "Communications in this Chapter are awful!" In the future when statements like this are offered as excuses we are going to be highly suspicious and not a little disappointed in the statement-maker.

The UDC visits the USA at the FID

After seventy years, the Federation Internationale de Documentation (FID) ventured across the waters to the New World and held its 31st Congress at the Park-Sheraton Hotel in Washington, D.C., October 10-13, 1965. Ironically, the New World is the home of decimal classification, from which the FID's Universal Decimal Classification is derived, and in the New World the decimal classification is often in trouble. At great expense, many libraries have undertaken reclassification from the decimal system (Dewey's) to the Congress system (LC's).

The Congress was a big, important meeting, larger than many SLA conventions. It had that special and dear aroma of world intellectual gatherings: gold-embossed invitations to congress-wide special events; embassy people and quaffs of protocol; the presence of other faces and fashions; and a strange isolation, underlining that in the tight world of today, international activities still have some of the umbra of refugee endeavours! (How can we get them out of Slobovia? How into Canada?) After a week of flourishing activities, during which the little sidewalk cafes on Connecticut Avenue held coteries of people who are customarily found in sidewalk cafes in Paris, Prag, Buenos Aires, Rome and Stockholm, the congress climaxed in a truly grande manner buffet-reception in the combined Park Ballroom and Sheraton Hall. Well over 1400 celebrants at this fete partook of free and freely flowing California champagne (Paul Masson's). At the heads of great serving bastions in the enormous double room, husky members of local butchers' and culinary unions carved steaming quarters of roast beef; their ladle ladies' auxiliaries dispensed cornucopias of quivering aspics, smorgasbord goodies, fish and seafood pastries, fruits and cheeses, marinated Italian pastes, smallcuts of meat and sausage and many kinds of salads — while at the individual tables young men put before one trays of petits fours and served up excellent coffee. Above the din, violinists strolled amongst the tables, serenading, and down the aisles came fragments of conversation in French, German, Slavic, Spanish, Scandinavian, and British English. For a moment, a wild one, I thought: it is the West!, the great tradition! And, by God, we'll document it, and retrieve it, too! But by this time I was quite drunk.

However, as in the West itself, all is hardly in order. For decades the special task of the FID has been the improvement and promotion of the Universal Decimal Classification. This has occasioned cooperation with many national and international organizations, particularly the various national standards organizations of participating countries. Except in North America, where we linger perversely in linguistic isolation, enchanted with the sounds of our own subject headings! Thus, the presence on our shores of a full FID congress is not without missionary importance. For quite a while there has existed a U.S.National Committee for FID. Its most widely known enthusiast is perhaps Malcolm Rigby, editor of Meteorological and Geostrophysical Abstracts.

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UDC visits the USA at FID (continued from page 3)

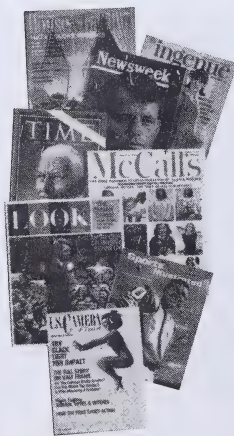
In his field, UDC is the internationally accepted documentary standard. Rigby has done significant experimental work on mechanization of UDC, using an automated, multi-access documentation system in which UDC is a principal access point. And this spring, the National Science Foundation awarded a \$215,000 grant to the American Institute of Physics to conduct a two-year study on the possibilities of the UDC as the indexing language for a mechanized general system. The UDC, therefore, is not entirely without friends in North America.

At this important Congress, I was particularly interested in observing at close hand the presence of the UDC, despite that the program was given over largely to discussions which more accurately simulated an international meeting of the American Documentation Institute. The ultimate fate of the UDC is a subject of intense concern for international law and order in bibliography. One of bibliographia's dearest dreams is intimately involved; a universal documentation free of linguistic constrictions! The desirability of such a scheme is so urgent, manifest and incontrovertible that one might expect the world's documentalists to seize eagerly upon any such opportunity. Unfortunately, at least in our land, this is not the case. We each have urgent problems, which we wish solved in our way. Even abroad, friends of the UDC have wondered publicly if its fate would not perhaps be similar to that of Robert Falcon Scott, who arrived at the South Pole only to find the prize claimed by his rival, and who then, on his journey back to safety, perished bravely with his party within twelve miles of salvation. Truly an ignominious finale for a worthy man and cause.

During the FID Congress, a UDC forum was scheduled for the morning and afternoon sessions on Thursday, October 14. This ran in competition with two other sessions each part of the day: the diurnal theme session and the diurnal contributed-papers session. Usually about 55 people were at the UDC forum; at times it swelled to perhaps 100. At the same moment, some 1200 registrants were flocking to the other two sessions. Why should this be?

continued on page 15

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Alleen and Frank's Fall Foliage Tour

SLA President Alleen Thompson, Librarian, Atomic Power Equipment Department, General Electric Company, San Jose, California, and President-Elect Dr. F. E. McKenna, Supervisor, Information Center, Central Research Laboratories, Air Reduction Company, Inc., Murray Hill, New Jersey, have begun their 1965-66 visits to selected SLA Chapters throughout the United States and Canada. During their tours they will meet with local members and speak on Association activities, problems, and future needs.

Miss Thompson's schedule includes:

Greater St. Louis Chapter	Monday	September 27, 1965
Heat of America Chapter	Saturday	October 9
Cincinnati Chapter	Tuesday	October 19
	Wednesday	October 20
Indiana Chapter	Thursday	October 21
Minnesota Chapter	Monday	October 25
Georgia Chapter	Friday	March 25, 1966
Oak Ridge Chapter	Tuesday	March 29
Alabama Chapter	Thursday	March 31
Louisiana Chapter	Monday	April 4

Dr. McKenna's itinerary is:

Montreal and Upstate		
New York Chapters	Saturday	October 16, 1965
Philadelphia Chapter	Monday	January 10, 1966
Dayton Chapter	Friday	February 11
Connecticut Valley Chapter	Monday	February 21
Baltimore Chapter	Tuesday	March 1
New York Chapter	Thursday	March 3
New Jersey Chapter	Wednesday	March 9
Boston Chapter	Monday	March 14
Washington, D.C. Chapter	Monday	March 21

SLA accepts Chapter Publication

On September 23, 1965 the Board of Directors, Special Libraries Association approved the recommendation of the Nonserial Publication Committee for publication of INTRODUCTION TO LIBRARIES FOR LIBRARY ASSISTANTS, sponsored by the San Francisco Chapter. The publication will consist of four lectures presented at a Workshop for Library Assistants held in San Francisco in September 1964. The are "The Library" by Margaret Uridge, Head, Interlibrary Borrowing Service, University of California, Berkeley; "Acquisition of Library Materials" by Charlotte G. Owens, Librarian, Lockheed Missiles & Space Co., Palo Alto; "Processing of Library Materials" by Marjorie Griffin, Librarian, IBM Advanced Systems Development Div., Los Gatos; and "Library Services" by Robert S. Meyer, Librarian, UC Radiation Lab., Berkeley. The editor is Martha W. West and publication is scheduled for spring 1966.

The Committee's recommendation emphasized the need for this type of material, the lack of it in the published literature, and the probable market among all types of libraries as well as library schools. It should be useful to all supervisors as a training manual for library assistants.

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A Reply Concerning Continuing Education

The following letter was received after the Editor of the Bulletin had written expressing dismay over the cancellation of the Continuing Education for Librarianship Program. The Editor feels Dean Swank will not mind his thanks for the support we gave him being expressed publicly in this way.

Dear Mr. Petru:

The letters that you and many other good friends have written to Morton Gordon and Paul Sheats are heart-warming and impressive. They are, I believe, affecting the extension situation very importantly. An incidental value, for which I am also deeply grateful, is the encouragement that your enthusiastic support has given all of us here at the School of Librarianship. Many, many thanks.

Sincerely

(signed)

R. C. Swank
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A File is a File is a Dream!

Records management was the keyword of the evening at our last Chapter meeting, October 28, in San Francisco. Three file equipment representatives provided the panel of experts.

Mr. Tom McCune, a time-and-motion-study expert from Tab Products Company, stressed the two basic requirements of a files system - efficiency and control. Countless hours and money are wasted by businesses using inefficient filing systems. In fact, records management and its control is the life blood of an organization. In establishing a filing system, Mr McCune suggested the following desirable features: visibility, accessibility, straight-line lateral indexing, and automatic development of a sense of location in the user. Perhaps his most interesting statement - to those of us anyway who are plagued by the information explosion and our lack of housing for it - was the statistic that in a filing system space accounts for only 1/6 the cost of labor. Try selling that to your management!

Mr. Lincoln Bell of Supreme Steel Equipment Company presented an interesting review of types of filing equipment in use today. The classic pull-out file drawer, familiar to all of us, has undergone many modifications. Shelf-files were the first step - an important space-saver, since they allow both higher filing and narrower aisles. The next logical development was a combination drawer-shelf, combining the good features of both, and now available in at least 57 varieties: with slanting pockets, slanting shelves, pull-out shelves, rods for hanging folders and drop filing, adjustable shelves, and laterally-moving double-row drawers. Mr. Bell also touched briefly on the new electronic systems, such as the Ampex video file.

Climax to the evening came with a movie shown by our third panelist, Mr. Raymond Vaughn, of Remington Office Machines, on a new concept in filing - the Remington Records Retrieval System. A delightful push-button marvel that brings records to your finger tips in a few seconds, it may be rather remote from the current thinking of our library planning committees. But it makes a very pleasant dream, and a fitting conclusion to an enjoyable evening.

Marilyn Johnson

The Union List of Serials now has 72 participating libraries, and continues to move forward rapidly, reports Mark Baer, Chairman.

Did you know that Mrs. Jeanne North, Stanford, and Mark Baer, Ampex are competing for the CLA Golden Gate Division Vice-President President-Elect office?

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Minutes of the October Board Meeting

The Executive Board of the San Francisco Bay Region SLA Chapter met at the Canterbury Hotel in San Francisco on Thursday, October 28, 1965, at 4 p.m. with the following six members present: Bruce Yerke, Marilyn Johnson, Maria Feder, Don Gholston, Barbara Ivantcho, and Raphaella Kingsbury.

The president again invited suggestions for programs, since attendance at meetings depends to a large extent on the interest in the program; and announced a number of suggestions for roundtable discussions of small groups, some of which were: abstracting; measuring library performance; storage facilities; library survey techniques; CFSTI and DDC operations; and microform storage and handling. Interested individuals might consult the Program Chairman to set up time and place for a roundtable night. Barbara Ivantcho, looking ahead doubtlessly to her own year as program planner, asked for clarification of the philosophy of program planning. Don Gholston, as Program Chairman, explained that he was attempting a varied schedule with some practical aspects and demonstrations, visits, and applications, as well as discussion theory. The November meeting was then mentioned as a change in plans and departure from previous years in the the Joint ADI-SLA Spring Meeting would now fall on November 17, with the ADI providing the speakers who will summarize the events at the recent FID conference in Washington and the SLA providing the hospitality arrangements with a Palo Alto supper-meeting location. (Editor's note: First class mailing recently went out on this meeting with details.)

There has been some complaints about lack of notification of meetings, according to Barbara Ivantcho, and, in order to prevent this in the future, it was suggested that Jeanne North check the attendance list of a meeting against the membership list and send notices to any new names, as well as an invitation to membership.

Treasurer Maria Feder reported that the allotment from national headquarters had been received in the sum of \$416.63 and she was presented with bills to be paid. One of the recent bills paid was for the orchid corsage presented on behalf of the San Francisco Chapter to the new National President Alleen Thompson at the Philadelphia Conference. Maria Feder inquired about the advisability of holding the dinner checks until after the meeting, thus preventing the checks from being cleared for individual accounts. These checks are mailed to the Hospitality Chairman and then forwarded to the Treasurer. It was thought best to hold them in the event of any cancellations, but a "for deposit" stamp will be provided to both officers for use.

Raphaella Kingsbury, who had undertaken the project of compiling a directory of Bay Area library resources, confessed that nothing further had been accomplished since the preliminary questionnaire was completed in June.

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Sci-Tech's Projects Evaluation & Development Committee

Marilyn Johnson, Chairman of the SLA Sci-Tech Projects Evaluation & Development Committee, met with Elizabeth Bodie and Joe Anderson on October 28, 1965. A brief review was made of the committee's past activities, including the three 1964 projects: sponsorship of the Rio Grande Regional meeting (\$300.), the Georgia Chapter bibliography for engineering technical institute libraries (\$200.), and the San Francisco request for assistance in publication of the computer course lectures (referred to SLA Non-Serial Publications Committee).

Money for the first two projects has been disbursed, so that they are now out of our jurisdiction. The San Francisco project was referred back to us again for discussion, since it is chapter feeling that funds are needed for preliminary preparation of the lectures, prior to submission to the Non-Serials Committee. Our Committee approved the request, and will submit it to the Sci-Tech Advisory Council in January. Marilyn Johnson will get additional information from the San Francisco Chapter Publications Chairman, Martha West.

Liz Bodie suggested a possible project for Committee approval — up-dating of the Corporate Entry Author and Report Series Codes. A limited first edition of this has been published by Sandia in cooperation with the Air Force Weapons Laboratory. The Committee very enthusiastically endorsed the Project. Liz will ask for national clearance and permission to undertake a new edition. Marilyn will present the project to the San Francisco Chapter Executive Board, for consideration as a possible Chapter project, with Sci-Tech backing.

No date was set for the next committee meeting.



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Burt Lamkin Moves to Big National Job

The Chapter is the loser in a recent move by Burt Lamkin from IBM General Products Division in San Jose. As of 1 November, Burt has assumed the position of Chief, Library and Information Retrieval Staff, Federal Aviation Agency, Washington, D.C. Burt had been very active within the Chapter, and as recently as last year was a Chapter Director. Because of a very heavy work schedule, he asked for some relief from holding office. His hard work has apparently been rewarded, however, for in his new position he will act as the key representative of the FAA on information retrieval and library matters. As Chief, Burt will plan, direct and coordinate the library work of the agency generally and of eleven regions and centers across the U.S. Burt has assured us that since one of the regions is headquartered in California he will be back.

Burt, who came into the Chapter from Minnesota in August 1961, has made a solid contribution to the work of this Chapter, and it is to our credit that he was selected for a job of such magnitude.

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Call for Papers

Special Libraries Association Annual Convention

Minneapolis, Minnesota May 29 - June 2, 1966

THEME: "THE SPECIAL LIBRARIAN—VITAL LINK IN COMMUNICATION"

WORKING PAPERS are cordially invited from all SLA members, library school students and faculty members, and others for presentation and discussion during the Second General Session of the Convention, Tuesday morning, May 31. During this session a series of problems in communication common in most special librarians will be discussed. Working papers are invited on the following subjects:

Communicating with Management

Most special librarians have to contend with a management that is not too familiar with library operations. What are some of the problems this causes? What are some of the means a special librarian can use to keep his management aware of the value and the needs of his library and to win full management support of the library activity and of his professional status as an integral part of the management team? Weekly, monthly, or annual reports; circulation and activity statistics; personal visits; library advisory committees; professional (SLA) activities.

Communicating with Library Users (or Potential Users)

A special librarian should aim at having everyone in his organization using library services to the utmost; the more the library is used, the more valuable the service is to its organization. What problems does this ideal raise? How can a special librarian solve them? Personal contacts, printed publicity, displays and exhibits, talks to groups, library tours, fast efficient service, surveys of users' needs.

Communicating with Subordinates

The special librarian as manager: problems of interviewing, screening, selecting, hiring, training, supervising staff members. How can he stimulate his staff members to maximum effort? How best to train them for their duties? How to help them improve their own performance?

Communicating with Indexes

A great part of special library work is reference or information service. This means a great use of indexes. How do you translate the needs of your patron into the terms of various indexes? What makes a good index? How do you know a good one from a poor one? What about the new methods of indexing—KWIC, coordinate, citation, permuted, etc.? How can you help your patrons use your card catalog and indexes more efficiently?

Communicating with the Machine

Tomorrow's special librarian will use many new machines and systems. How does he understand them? How does he learn to use them? How does he speak the language of the machine?

Papers may be submitted on any or many of the above topics. They should be approximately 1,500 words long and based on literature search, original research, or personal experience. And they should not have been published nor presented previously to any national group. A review committee of Association members will screen all submitted papers for quality and interest to members. More copies of these and the abstract forms may be obtained from:

Special Libraries Association
31 East 10th Street
New York, New York 10003

Call for Papers (continued from page 13)

Information and Instructions for Authors

1. Title of paper and name(s) of author(s), accompanied by an abstract should be sent to Grieg Aspnes, Cargill, Incorporated, Cargill Building, Minneapolis, Minnesota 55402 *not later than December 15, 1965.*

2. The abstract should not exceed 200 words or the equivalent. Please use the official abstract form for the first copy of the abstract if possible. In any case, please supply the information called for on this form. In case of coauthorship, the name of the person expected to present the paper must be underlined. The name and address of the institution or company sponsoring the paper should be given, as well as the names and addresses of the current professional affiliation(s) of the author(s).

The author should prepare this abstract carefully so that it will arouse interest in his paper and do justice to it. The abstract should set forth the purpose of the paper, important results, and conclusions. Please avoid historical summaries and generalities. The abstract will be circulated to a committee to determine its interest to SLA members and its inclusion in the Session. Notification of acceptance will be given no later than February 1, 1966.

3. Any accepted paper will be sent to the Chairman of the Session, who will forward it to a person invited to initiate discussion at the Session. Manuscripts will be forwarded to *Special Libraries* after the Convention.

4. Authors should rely on lantern slides to present diagrams and data. Make slides legible through the use of large letters, heavy lines, and limited data on each slide. Printing should be readable from 160 feet. Equipment for lantern slides of standard size (3¼ x 4 inch) will be provided. If other projection equipment is necessary, it must be specifically requested when the abstract is submitted.

5. No paper will be accepted unless an author expects to be present.

6. The Special Libraries Association has first right to publish papers presented at its meetings. Papers not accepted by the *Special Libraries* Committee will be released to the authors after review.

* * * * *

AAAS MEETING

In December, the American Association for the Advancement of Science (AAAS) is holding its Annual Exposition of Science and Industry at the ASUC Student Center, Telegraph & Bancroft, Berkeley. SLA is mounting a booth to inform a learned and varied group of scientists, chiefly from the academic world, of the SLA Translation Pool. Roger Martin at Shell Development is gathering volunteers to man the booth, and he will be delighted to hear from you. The exhibits are open on Monday, Tuesday and Wednesday, December 27, 28, 29 from 10 a.m. to 6 p.m. and on Thursday, December 30, from 9 a.m. to 5 p.m.

September Meeting Minutes

An oversize attendance caused the September dinner meeting to be moved from the Iron Duke Restaurant to the Montgomery House. The seven new members and 16 guests present were introduced. A short business meeting included a Treasurer's report of a corrected balance of \$154.47 for the beginning of 1965.

Elinor Alexander reported as coordinator of the U. C. extension service programs on the discontinuance of "Continuing Education for Librarianship". She explained that recent budget-cutting by the legislature had prompted the University to rule that only extension programs which were paying for themselves would be carried forward.

Miss Alexander held hope of a brighter future for the library courses, through a new formulation of the program and possibly through grants under the Higher Education Act.

The meeting adjourned for tours of Wells Fargo, Standard Oil, S.F. Public Business Branch, and Pacific Gas and Electric.

UDC Visits the U.S.A. at FID (continued from page 4)

As this question cluttered my mind, I resolved to regard the UDC forum as a presentation, in which its sponsors were seeking to sell me a comprehensive information retrieval system, with significant and urgent claims to universality. Viewed in this context, the product is disappointing. First of all, there is no up-to-date English language edition, though one is in the offing. Most existing schedules date back to 1943, except for their representation in the 1961 Abridged English Edition. An elaborate superstructure exists for revision, but it grinds, like the mill of the Gods, exceeding slow. Three years is exemplary despatch for rushing a revision through. But I have to document scientific information N O W! For users N O W! I cannot wait three months for a new index or classification heading. I completely agree on the desirability of an international indexing norm. But I require an open-ended documentation system that will absorb new information and theoretical concepts immediately on appearance and make it possible for cognoscenti to retrieve this information directly thereafter.

The plight of the UDC forum on this recent Thursday reminded me of the position of steam automobile enthusiasts. They have an incontrovertible argument that if even half as much development money the past forty years had been put into steam car design as has been invested in the gasoline powered automobile, we should today have cars that would out perform, outlast and economically disgrace any internal combustion propelled vehicle. But the fact remains that little development money is being spent, and that with all its ills, the gasoline engine today does the job better than any existing rivals. Thus, too, in our case, do subject headings, KWIC indexes and author lists. I got no message that an enormous drive to establish the UDC was about to be launched in this country. There is no demand for it. The tide, of course, might turn through some unimaginable development, but I would not wish to predict the date of it.

Theodor B. Yerke

Executive Board Meeting (continued from page 10)

Cooperation of members is invited for a working committee that thus far includes Maria Feder and Brigitta Vadasz.

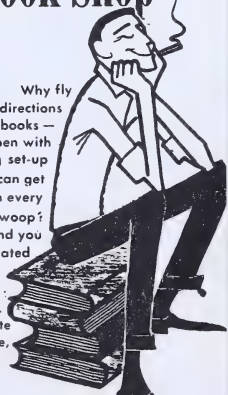
Jeanne North, who arrived too late for the Board meeting, presented her problem at the brief business session between dinner and program. The delay in the completion of the Membership Directory, she said, is due to the fact that many of the address cards have not yet been returned. All members are urged to mail these cards immediately.

Raphaella Kingsbury

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San Francisco, Calif. 94102

Mrs. Mary T. Handley
7529 Golf Links Road
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Mrs. Sophia Hirtz
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Mr. Paul J. Kahn
1660 Vista St.
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Mrs. Betty Nevin
12 Hesketh Drive
Menlo Park, California 94025

Mr. Robert L. Patterson
50 S. 2nd St.
San Jose, California 95113

Mr. Hunter McF. Wilson
2468 Bancroft Way
Berkeley, California

Address changes

Mrs. Barbara P. Barlow
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Sunnyvale, California

Mr. John D. Coll
1530 5th Ave., Apt. 102
San Francisco, California 94122

Mrs. Dorothy B. Dragonette, Med. Ln.
San Francisco General Hospital
1001 Potrero Avenue
San Francisco, California 94116

Mrs. Lois C. Farrell
978 Catalina Dr., Apt. 31
Livermore, California 94550

Mrs. Joanne E. Greenlee
% Mrs. Young D. Stewart
7939 Oak Avenue
Citrus Heights, California 95610

Mr. William R. Johnson
999 Helena Drive
Sunnyvale, California

Miss Donna Klimpke
1929 Crisanto, Apt. 636
Mountain View, California 94041

Miss Emily C. Lumbard
4501 Del Rio Road
Sacramento, California 95822

Miss Ann Rand
2825 Van Ness Avenue
San Francisco, California 94109

Miss Alleen Thompson, Ln.
Atomic Power Equipment Dept., G. E. Co.
75 Curtner Avenue
San Jose, California 95125

Mrs. Nancy W. Myers
Stanford Research Institute
Mail: 1161 Noel
Menlo Park, California 90425

Reinstate

Mrs. Rose Kraft
Syntex Institute
Mail: 20 Willow Road
Menlo Park, California

Membership Changes (continued from page 16)

Transfer-Out

Mrs. Carmen S. Kreiter
189 Richmond St.
Buffalo, New York

Mrs. Helen B. McCormick
104-60 Queens Blvd., Apt. 10
Forest Hills, New York 11375

Mrs. Frances G. Spigai
1642 68th St.
Brooklyn, New York 11204

Mrs. Donna K. Vanseth, Tech. Ln.
Research and Engineering Div.
Kimberly-Clark Corp.
Neenah, Wisconsin 54957

Miss Maxine D. Spoonhour
1565 Oregon St., Apt. 209
Ashland, Oregon 97520

Transfer-In

Miss Jacqueline K. Johnson
1737 Solano Ave., Apt. 303
Berkeley, California 94707

Transfer-In (cont'd)

Mrs. Martha M. Arvey
2793 Benvenue
Berkeley, California

Miss Gretchen Mitchell
169 Ocean View Blvd.
Pacific Grove, California

Name Changes

Mrs. Phyllis A. Waggoner, Ln.
Formerly: Miss Phyllis J. Anderson
Research Library
Federal Reserve Bank of San Francisco
400 Sansome Street
San Francisco 20, California

Mrs. Sherrill C. Mann
Formerly: Miss Sherrill R. Cartt
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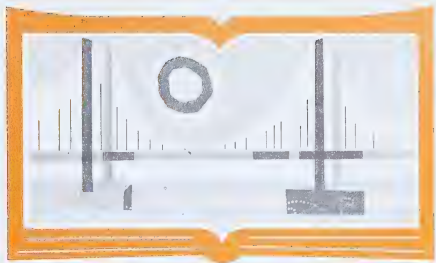
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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER BULLETIN

January, 1966

No. 3

Vol. 36

Sunnyvale Patent Library

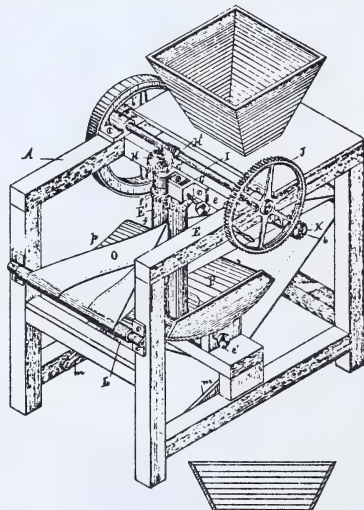
A valuable addition to our area resources has been made with the establishment of the 22nd patent depository library in Sunnyvale, under the administration of the Sunnyvale Public Library. The Sunnyvale Patent Library is only the second West Coast depository to be established, the other being in the Los Angeles Public Library.

Located at 275 North Fair Oaks Avenue, (removed from the main Sunnyvale Public Library) the patent library offers the following materials for use:

- Complete copies of U.S. patents received each week from the Patent Office, dating from January 1962. The patents are sorted according to the major classes of the Patent Office Classification system. This is an improvement over the usual numerical arrangement found in every other depository outside of Washington.
- Complete set of Official Gazettes dating from 1854.

- Other necessary indexing materials including the Manual of Classification and Index, subclass definitions on microfilm, subclass lists on microfilm annual indexes to the patents.

386,407. CIDER-MILL. MARK B. KAYLOR, Philadelphia, Pa., assignor of one-half to John J. Clyde, Jr., same place. Filed June 8, 1888. Renewed May 14, 1888. Serial No. 273,868. (No model.)



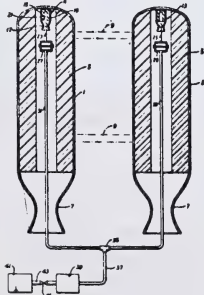
ETTE

JANUARY 26, 1965

3,166,899 TION SYSTEM FOR SOLID ROCKET BOOSTER CLUSTER

Anthony C. Keathley, Sunnyvale, Calif., assignor to United Aircraft Corporation, a corporation of Delaware

Filed June 7, 1962, Ser. No. 200,697
2 Claims. (Cl. 60-35.6)



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JANUARY MEETING DESCRIBES FEDERAL LARGESSE

All special librarians will do well to attend the January meeting in order to discover the importance of the State Technical Services Act of 1965, just recently passed by the 89th Congress. Mr. Robert L. Wiegel, California Director for the Administration of the Act will be our guest speaker - and a more knowledgeable gentleman would be hard to find.

Briefly, the State Technical Services Act authorizes \$60 million in federal matching grants to the states over a three-year period to establish and maintain state and inter-state technical service programs so that the results and benefits of modern science and technology may be effectively used by U. S. commerce and industry. More details can be gotten on the Act in Special Libraries, December 1965, p. 727 - 728, and in the Congression Quarterly Weekly Report, week ending October 1, 1965, p. 1983 - 1986.

Mr. Wiegel will be speaking on January 20, 1966 at the Montclair Restaurant, 550 Green St., San Francisco at approximately 7:45 p.m. Dinner will be served at 6:45, the choice Italian delicacies being roast beef or chicken. (\$3.30 includes all) Happy hour as usual. Send your checks immediately to Barbara Ivantcho at Stanford Research Institute.

SOME SOUR GRAPES IN A GOOD VINTAGE

Both SLA and CLA members have remarked that the joint meeting which we staged with the College, University and Research Libraries section of the California Library Association at their annual convention in San Francisco on Friday morning, December 10, was one of the better meetings of the week-long sessions. Our Chapter was asked to meet jointly with, and provide the program for, the CURLS convention activity. We were asked by their President, Miss Anne Avakian, who was our own Chapter's president in 1953-54.

SAN DIEGO?

However, this meeting while appreciated by most, applauded by many, and attended well, did not transpire without certain reservations by a few of our own people. There was a strong sentiment at the start about "giving up our traditional joint meeting of the California SLA Chapters after the CLA convention". I do not know how Southern California Chapter members felt individually, but their President, Mrs. Johanna Tallman, expressed very great approval of the idea this year. We never heard from San Diego.

GLUE

A much more vociferous objection was raised by some Chapter members when they discovered (not also being CLA members) that they had to pay a one-day registration fee to the state Library association to get into the meeting. Upon learning this, SLAers went into acute shock in the lobby of the hotel and had to be administered Gaylord library glue inhalations. I will be quite frank as to how it happened that no special arrangement was made for us special people to come to the joint meeting free: it never occurred to me! I've been a CLA member for many years and attend the state convention quite often. I did not realize that so many SLA people did not belong to CLA. This is all the more understandable when you remember that CLA affords SLA a special rate of \$7.00 per year for membership.

ALASLADI?

What I reject in these minor complaints is the assumption that we are special and must not give up our so-called special meeting. If we are special, this characteristic can be discerned only because we are thus not entirely like the "other" librarians. Please read the foregoing carefully; it is a metaphysical statement and deserves the same understanding as if it were written by Alice B. Toklas. Actually, there are even more heretical thoughts in the air! While cracking Hilton lobster in the Stew Room with some not entirely unprominent state college librarians, one of them said his secret ambition is to get ALA and SLA together! and when you consider that for two years now SLA and the ADI have been on a collision course (if not actually a collusion course), perhaps you will be left snapping your oyster crackers while waiting for the toothpicks.

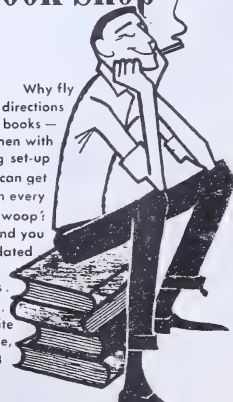
DOMINATION!

On the otherhand, also in the Stew Room (I was table hopping), I sat with two disgruntled SLAians who expressed a cultural hostility toward the Sci-Tech people who

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Jeanne North Elected to CLA Position

What with the accent on cooperation lately, and what with various library associations attempting closer ties, we now have a prime example of the trend in the Bay area. Mrs. Jeanne North, Vice-President/President Elect of the Chapter, has been elected to the office of Vice-President/President-Elect of the Golden Gate District of the California Library Association, one of eight districts in the state.

It is interesting to note that 25% of the SLA chapter are already members of CLA, so that it makes good sense to have representation of both organizations vested in one body. Mrs. North, whose CLA commitments run on a calendar year basis as opposed to SLA's fiscal year arrangement, is membership chairman of the CLA local group. She indicates that she has membership applications available for SLAers who may wish to take advantage of the special reduced rate of \$7.00 a year.

Note: If, as Mr. Yerke points out elsewhere in the Bulletin as a sign of the times, the joint meeting becomes part of the CLA convention, then benefits are derived immediately for members of both organizations by lowered registration fees.

Could it be that if having an official representative of both groups is advantageous that a liaison position be appointed in the future?

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JUST OFF THE PRESS!!!-----

Our brethren to the south have just published the second edition of the Directory of Special Libraries of Southern California. It is a revised and enlarged edition, invaluable for locating the names and addresses of 319 special libraries in the area, information about their collections, services, publications, and policies regarding interlibrary loan and photocopying. It includes a subject index and a name index.

If you would like a copy of this publication please forward your check payable to the Southern California Chapter to:

Southern California Chapter
Special Libraries Association
c/o Mrs. Vivian Arterbery
4650 Don Diego Drive
Los Angeles, California 90008

* * * * *

NEXT CHAPTER MEETING

The next chapter meeting will be held in Berkeley on February 16. Mr. Ralph Shoffner of the University of California Library School Institute of Library Research is guest speaker. Details later.

ACQUISITION OF SPECIAL MATERIALS

Having trouble with acquisition of special materials? Acquisition of Special Materials, will be published by the San Francisco Bay Region Chapter of the Special Libraries Association in February 1966. This publication is a compilation of lectures given by experienced librarians in a continuing education series at the University of California. Topics include recent developments, methods, and sources in the acquisition of difficult to acquire, or unusual materials, including government documents, serials, maps, technical reports, trade literature, specifications, standards, conference and symposia announcements, program and proceedings, foreign materials and patents, translations, out-of-print titles, microtext, interlibrary loans and photo-copies in lieu of loans.

Acquisition of Special Materials, Special Libraries Association San Francisco Bay Area Chapter, 1966. \$5.75

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LIBRARY JOURNAL

Reducing the cataloging backlog

Wm. E. Jorgensen, *Librarian, US Navy Electronics Laboratory, San Diego, California*: Recently we conducted a little experiment to see which arrived first in our library: new books ordered from dealers or printed catalog cards ordered from the Library of Congress.

Since we use Library of Congress printed catalog cards whenever possible for book cataloging, we were interested in finding out the speed of delivery of cards *versus* books. We felt that this would give a clue as to how long we could reasonably wait to receive LC cards ordered at the same time as the books are ordered. If the wait proved to be too long, we would catalog the books without LC cards by typing a main entry and make Xerox copies directly from the main card to produce a card set. The cataloging information for the main card would be obtained from *Publishers' Weekly* or the *National Union Catalog*.

We measured the speed of delivery for four shipments of LC cards, including the 37, 27, and 22 sets respectively. All orders were sent in by airmail and the initial shipments of three orders were returned by airmail, at extra cost to us, of course.

The results of this brief test indicated that we can expect to receive on the average about three-fourths of the cards within two weeks from the time the order is mailed. The remainder of the cards may be delayed from four to eight weeks, or even longer. For example, the 81-set order was 10 percent complete after eight weeks from time of order, the 31-set order was 91 percent complete in eight weeks, the 27-set was 92 percent complete after four weeks, and the 22-set, 96 percent after two weeks.

The test on speed of delivery of books indicated that the great majority of cards were already on hand by the time the books arrived. For example, after two weeks a little less than half the books had arrived as against three-fourths of the cards, and it was about four or five weeks until three-fourths of the books, on the average, had arrived.

The books ordered were principally current, domestic, in-print titles in science and technology. A total of 269 titles, mostly single copies, were ordered from three California book dealers in this test.

We concluded from these two brief tests that it was practical for us to continue using Library of Congress printed catalog cards whenever possible. If, however, a newly received book was still "waiting for LC cards" after a few days on the catalog shelves, the book should be cataloged without waiting longer for the printed cards to arrive.

It may be pertinent to add that this problem doesn't exist for a portion of the books which we receive from one dealer, as he inserts a set of LC cards in every title shipped. These are current, domestic, in-print books in science and technology for the most part. Our work would be much easier if more dealers furnished Library of Congress printed catalog cards with the books.

P.S. The new method of cataloging books upon receipt, without waiting for LC cards, reduced our backlog of uncataloged books from 238 in January to none in May 1965.

NOVEMBER 15, 1965



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ALLEEN IN WONDERLAND . . . or, a pilgrimage into a walking who's who.

SLA President Alleen Thompson, Librarian, Atomic Power Equipment Department, General Electric Company, San Jose, California, and Donald Wasson, Librarian, Council on Foreign Relations, Inc., New York City, and an SLA Representative to the International Federation of Library Associations and the Council for International Progress in Management, were invited by President Johnson to represent the Association at the White House Conference on International Cooperation in Washington, D. C., November 28 - December 1, 1965. The objectives of the Conference were to "search and explore and canvass and thoroughly discuss every conceivable approach and avenue of cooperation that could lead to peace", as part of the United States contribution to 1965 International Cooperation Year.

About 1,500 private citizens and government officials were invited to participate in the conference, and another 1,000 individuals were invited to attend the panel sessions as guest participants. Miss Thompson reported briefly via telephone that the meeting was "a beautiful conference" — especially since it represented a "walking who's who". The White House reception was thrilling, what with the Marine Band, chandeliers, and Hubert Humphrey.



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COMMENTS ON CURLS — SLA MEETING.

The joint CURLS-SLA meeting held on Friday, December 10 as part of the SLA convention proved to be a well-thought-out and well-delivered exercise on past, present and future cooperation between our two types of libraries, and a large and appreciative (albeit warm on occasion) audience of circa 250 turned out for it. Mrs. Jeanne North as moderator introduced the three speakers, chosen as Mrs. North said, "for having been in more than one pair of shoes" during their professional careers. In the order in which they spoke, Don Koepp from University of California / Berkeley, Roger Martin from Shell Development, and George Luckett from Naval Postgraduate presented an impressive array of talents, all with a gift for gab.

COSTING COOPERATION

Mr. Koepp impressed upon the audience the problems, chiefly in sheer size, which many colleges and universities are facing. He hoped this would explain why University of California, for example, does not cooperate with special libraries to the extent we would like to have. His other point was that we as librarians had better begin costing library cooperation — how much is an interlibrary loan? — before some budget analysts tells us what the cost is. He felt that costing out was one of the major challenges facing academic libraries today.

FRUITFUL COOPERATION

Mr. Martin was assigned an unenviable task of presenting us with examples of "fruitful" cooperation amongst libraries. As he stated, library literature does not turn up to many apples, peaches and cherries in this field — mostly bananas. He gave a good background discussion from personal experience while at Crerar on the Center for Research Libraries, née Midwest Inter-Library Center. Roger also brought up the point that academic libraries should make more use of special libraries.

SCRIP

Mr. Luckett told a dandy joke about two little boys in an undesirable part of town, and believe it or not it somehow fit into his talk on future ideas for library co-operation. Don't ask how! He came up with a good suggestion which the meeting decided we should go on record as supporting — and that was the idea of using some form of scrip, such as GPO coupons, to pay for re-prints, etc., between libraries. Large libraries which supply a lot of material would collect a lot of coupons, and these in turn could be converted to cash from the central scrip-supplying agency, such as SLA headquarters. Small libraries would purchase their scrip from the same source. This would avoid invoicing and bothersome cash or check transactions, which of course a government library such as George's can't handle at all. A comment from the floor afterwards revealed that the Association of Research Libraries is presently investigating the scrip idea. All in all, the meeting proved well-worthwhile, and the ladies and gentlemen who participated in and planned this meeting are to be applauded.

W. C. Petru

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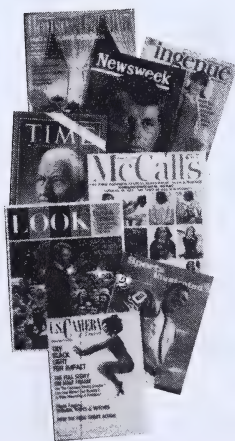
If you visited the exhibits at the AAAS weeklong meeting in Berkeley, it's safe to assume you saw Roger Martin. He not only assumed responsibility for the Translation Center Booth, but he manned it steadily for all four days. Mac had lined up volunteers to help him for three days, but after the first day he realized the traffic was not going to be heavy enough to demand two at the booth at once, so he called most of the volunteers to relieve them of the duty. The booth was as attractive as most, but was cold and drafty, as well as noisy, of course.

The booth contained most of the publicity brochures on SLA organization and services, in addition to the material on the Translation Center. Mac reported that most of those who stopped to talk were interested in finding where translating could be arranged for. This interest gave the opportunity for suggesting Kaiser's Translators and Translations, as well as Technical Translations and the Center. Many visitors looked at the recruiting brochures and all the materials were of interest at one time or another.

Mac said he managed to get a little work of his own done, but nevertheless it was a considerable service to the Chapter that he took the time to see the activity through from beginning to end.

Jeanne North

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TEA-TASTERS AND GOODY-GOBBLERS

Marie Koutecky, Chairman of the Recruitment Committee, reports that the now-annual event of hosting U.C. library school students at a tea was well attended. On Thursday, November 18, 1965, 35 students, three faculty members and 11 chapter members met at the U. C. Women's Faculty Club for stimulating discussion and delightful refreshments. Special libraries were represented by Marie Koutecky, Bruce Yerke, Raphaella Kingsbury, Don Gholston, Bev Hickok, Peg Uridge, Barbara Ivantcho, Roger Martin, Roy Nielsen, Oda Hansen, and Bill Petru. The Bulletin Editor has the impression that last year salaries were of prime importance while this year librarianship (methods, administration, types of special libraries, etc.) was of most interest. He participated in a lively cross-chatter about cataloging amongst two faculty members (opposing views), and students (they didn't know enough yet). The Editor, who hasn't looked at a cataloging code in years, survived.

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Domination! (cont'd from page 3)

have allegedly dominated our meetings for some time. These protesters offered, as an apologia for their regular non-attendance at chapter meetings, their disinterest in des chose mécaniques de la bibliothèque. (I quote this in the original French to communicate the tea-time atmosphere of the discussion.) All these sentiments, including the aversion to mixing with CLA, are a kind of éloignement from the library and professional situation as it is. This is becoming nothing less than a maelstrom. At the same time, more efficacious means of controlling this maelstrom are being developed — and they all point to cooperation, not isolation.

HANG ON

I offer all this genteel scorn in the direction of some of my fellow members for whom as persons I have a most pleasant regard and respect, because it seems quite clear that in seeking in some precious way to remain "special", they are going to become quite ordinary second-raters. The motto these days is, hang on, or get side-tracked.

T. Bruce Yerke,
President

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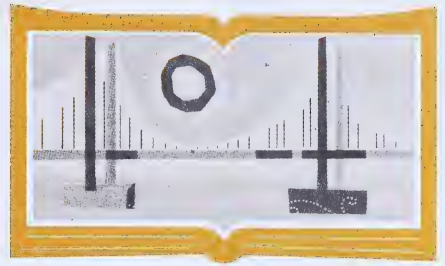
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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

March, 1966

No. 4

Vol. 36

What is SLA's Consultation Service?

"One of the officers in our company thinks we need a library. We have lots of books and magazines, as well as several filing cabinets full of pamphlets and clippings, and he thinks the time has come when we should do something about organizing a library. What will this involve? How can we tell if we really need a library? What will it cost? Will we have to hire a librarian? Can't one of the secretaries take care of things in her spare time?"

Sounds familiar? Requests such as these have come to most of us at one time or another. For years SLA Headquarters had been giving advisory service in response to written requests and calls for help on how to establish a library or information service. It was becoming increasingly obvious there was a real need for professional guidance in this area, and for this reason SLA's Board of Directors decided to take positive steps towards establishing a consulting service to which business, industry, governmental agencies, trade associations, and others who were interested in developing a library or information center could turn for help and advise. A Special Committee was commissioned to investigate this possibility of setting up an Association Consulting Service and establishing a workable program. At the June 1956 meeting of the Board the Committee's report was accepted, and the following year a standing committee was appointed to act as the first SLA Consultation Service Committee.

The concept of the Consultation Service as proposed by the founding Committee "to encourage the establishment of new special libraries, and to enhance the professional reputation of the Special Libraries Association" is the same concept we have today. The Service itself actually operates at four distinct levels.

A Committee of five members appointed for overlapping terms of two years is charged with the over-all responsibility of coordinating the activities of the Service. This Committee, which reports to the Board of Directors, has as its Headquarters Liaison the Executive Director.

The Chapter Consultation Office (CCO) is appointed by the Chapter President. [Mrs. Elizabeth Roth is Bay Region Chapter Consultation Officer.] It is this officer on whom SLA depends to a great extent for its contact with local business and industry. When management makes a request for the one day courtesy consultation SLA offers, it is the CCO who is responsible for seeing that the consultation is given in both a competent and courteous manner, either by himself or by another qualified Chapter member whom he may delegate to do this most important job. Certainly this is a real opportunity for public relations in its finest form and because as he meets the layman,

continued on page 3

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Medical Librarians Meeting

"The College of the Medical Book", will be the title of a lecture to be given by Thomas E. Keys, Librarian and Associate Professor of Medical History at the Mayo Clinic. Mr. Keys will give this lecture at a dinner meeting of the Medical Librarians of the San Francisco Bay Area to be held at the Sir Francis Drake Hotel on April 1, 1966. Mr. Keys is an authority on librarianship and author of several books on medical history: "The development of anesthesia", "The history of surgical anesthesia", co-authored the "Classics of cardiology" — to mention just a few of his many contributions to the medical literature. His "Applied medical library practice" is one of the best handbooks for the librarian in the health sciences.

The title is new, the idea challenging, and Mr Keys' address promises to be enlightening and stimulating. He will be introduced by Dr. John B. de C. M. Saunders, Dean of the University of California Medical Center, which should add to the general interest.

Guests are welcome. For dinner reservations (\$5.50) please contact by March 28, Mrs. Brigitta M. Vadasz, Librarian, Children's Hospital Medical Library, 3700 California St., San Francisco. Telephone 221-1200, ext. 757.

Consultation Service (cont'd from page 1)

the Consultation Officer is representing not only his own Chapter but the Association as well.

SLA Headquarters also plays an important role in the Consultation Service. Inquiries received here from persons interested in knowing more about library organizations are referred to the Chapter Consultation Officer located closet to the inquirer's home. The file of SLA approved Professional Consultants is also maintained at Headquarters.

The fourth level of the Consultation Service is the SLA Professional Consultant, the member whose application has been approved only after it has been carefully rated by the Association Committee and then ratified by the Board of Directors. When a request is received for the services of a Professional Consultant, the Executive Director selects several names, taking into consideration experience, geographical location, and subject background. The names of these consultants are forwarded to the inquiring organization, and the organization itself negotiates directly with the Consultant it chooses.

By far the greatest responsibility as written in the Founding Report was intended to be at the Chapter level, and only when an inquiring organization wished more detailed advice or required more time than the complimentary consultation would allow, was a Professional Consultant recommended. The entire Consultation program was planned to make the Chapters the primary media through which SLA's Consultation Service would be channeled. Competent advice for interested management was to come from an SLA member in his own community. No wonder that the Founding Committee referred to the Chapter Consultation Officer as the HEART OF THE CONSULTATION SERVICE! It was believed then, and time and experience has proved it to be true, that most requests for help and advice can be handled by capable Chapter members. So much of SLA's consultation activity begins at the Chapter level, and any Chapter that has witnessed the establishment of even one new library through the work of its members will agree that here is a feeling of real accomplishment—even if the work has been long, tedious, and at times discouraging.

Frequently the inquiring organization does not require the full day's courtesy consultation. Sometimes the fact that he isn't ready for a library can be easily determined over the telephone, or it may be that a half-day or less is all that's required to convince him he should consider employing a Professional Consultant. Maybe the Consultation Officer will find the nucleus of a very fine library, and its management should be encouraged to talk to the Chapter's Placement Officer about hiring a librarian to take over either full or part time. Perhaps all he needs are a few references on how to set up a filing system rather than a library!

Of course, it isn't always this easy. Frequently the inquirer will want the Consultation Officer to come in and "set up the Library" or "Train a clerk" to do

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Consultation Service (cont'd from page 3)

the same. But the experienced Chapter Consultation Officer knows how to tactfully manage these situations. And even when it seems that his valuable time has been wasted, frequently this is not the case. A great deal has been accomplished if the inquirer has learned nothing more than the fact that it takes more than books to build a library, that a librarian or an information specialist is a professional, and that Special Libraries Association is a professional association.

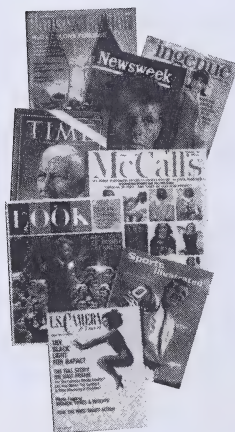
It is nearly ten years since the organization of an SLA Consultation Service was first considered. During this time more than 146 new libraries have been organized as the result of effective Chapter consultations and the work of SLA Professional Consultants. In many cases it has been a combined effort. Perhaps even more important is the fact that more than 500 Chapter consultations were given to interested managements, many of whom had not realized that a Special Libraries Association existed.

In its GOALS FOR 1970 the Goals Committee recommended that a primary effort of Chapters should be directed toward management public relations particularly through the Consultation Service Program. As we have indicated, both the Chapter Consultant and the Professional Consultant have an excellent opportunity of impressing non-library management with the importance of libraries and information centers ably administered by qualified personnel. But we also realize that it is the well informed rank and file Association member who in the long run is probably our finest public relations tool. Knowing what the Consultation Service can do, he does not hesitate to recommend its services wherever he sees they are needed.

After almost ten years, SLA's Consultation Service is still primarily a voluntary service and one of the most successful public relations activities the Association has ever undertaken. With the cooperation of every member it should remain that way!

Gloria Evans, Chairman,
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Good Works from UC's Library Research Institute

The program for the February meeting was devoted to the activities of the University of California Institute of Library Research. Director of the Institute Mr. Ralph M. Shoffner, an excellent speaker, explained that the Institute was organized to undertake research on the application of data processing principles and equipment to library operations. Although working with the collections of the California State Library and the University of California Libraries, Mr. Shoffner stressed the fact that the Institute was not concerned solely with the operational problems of these libraries, but was utilizing these large collections in an attempt to develop a universal system that would be equally applicable to other library operations.

Areas currently under investigation or to be investigated in the future are circulation routines, acquisition, inter-library loan (including high-speed facsimile transmission), and book catalogs. In addition, the Institute is preparing a Handbook of Data Processing for Libraries, under the auspices of the Council on Library Resources. Perhaps the most important long-range goal is research leading to the development of regional and national information centers capable of answering questions from any major information source such as MEDLARS, A.E.C., Chemical Abstracts, etc.

More than 60 people attended the meeting and found it a distinct pleasure to hear a discussion of the application of computers to library operations by a person who obviously has far more than a superficial acquaintance with library practices.

Mark Baer

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Advisory Council Meeting in Albuquerque

Our local pride, Alleen Thompson, is a most capable President, and it was a pleasure to attend SLA Board Meetings led by her. Of the many matters which came before the Executive Board, these may be of the most interest:

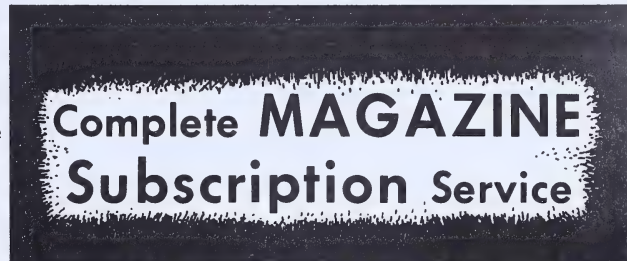
- * New chapters were approved in North Carolina and Virginia, and the Georgia Chapter changed its name to South Atlantic Chapter. (Alleen suggested a penguin for their symbol.)
- * The 1967 convention in New York will have "Computers" as its main topic.
- * San Diego will be the convention city in '76, Philadelphia having lost by default. Conventions in between are: L.A. '68, Montreal '69, Detroit '70, Seattle '71, Boston '72, Houston '73, Cincinnati '74, and Hartford '75.
- * For the 1966 Convention, Metals/Materials Division is planning a "non-time-consuming event". Busy people all over will be interested in how this is done.
- * The Motion Picture Committee was transformed into the Audiovisual Committee. Prospects of raising enough money (\$50,000 or more) to produce a film of the type originally projected have dwindled. There is still a great deal of interest in a more modest undertaking such as a film strip, and the Committee will pursue this, as well as continue to look down avenues of possibility for financing a film.

ADVISORY COUNCIL MEETING

The advisory Council met each afternoon. These were the first sessions under the new makeup of the Council, with Division and Chapter Vice-officers included and Committee Chairmen excluded. The first item of business was the report of the Committee to Study the Operation of the Advisory Council, and its recommendation was for a committee to be established to review projects of the Association and to help set up agenda. The committee was appointed: Chuck Stevens, Nancy Wright, Ken Carroll and Jeanne North.

Next item on the agenda was a presentation by Heston Heald, formerly of DDC, now of ONR, on the preparation of a new thesaurus to supersede the old ASTIA Thesaurus. This one will be produced under an operation called Project LEX. We are all invited to criticize the ground rules and help on the compilation. You may write to Heston Heald, Project LEX, Office of Naval Research, Washington, 20360 for copies of the ground rules and other information.

The Professional Standards Committee chairman, Dr. Eunice Walde (R.T.Vanderbilt Co., 33 Winfield Ave., East Norwalk, Conn.) asked the Council members to request information



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from their chapters on the use of the SLA Standards.

Indiana Chapter had proposed that subscriptions to "Special Libraries" be given to library school students. The Council members felt this would be good if we could afford it, but that there was ample opportunity for them to see the journal in the schools now, and that the estimated cost of \$4,360. was prohibitive.

Robert Havlik of the Office of Education reported to the Council on the possibilities offered by the State Technical Services Act, particularly for special projects aimed at the discretionary money, which many other chapters were not aware of. San Francisco Chapter reported on its contacts at the state level.

Robert Gibson reported that a coordinated division bulletin, to carry news of all divisions and save some divisions the expense of putting out their own, was being studied.

In discussion of changes in the Wilson Award, San Francisco Chapter suggested that rather than any of the proposed rules (no theme, 1 year; theme, offered only every two years, etc.) that if H.W.Wilson was in agreement, the award be given each year, for a project of no assigned theme, worked on over a period of two years. The Council approved, and later the Board approved.

A proposal from Philadelphia Chapter that the Association issue membership cards was rejected by the Council. The majority were glad not to have an additional card to carry.

The Council had an interesting dinner with the Rio Grande Chapter, whose Union List of Serials has now come out (there is a copy in the Reference Room at Stanford). Dinner speakers were men from Sandia and Los Alamos. (Not all Texas Library interns come to Stanford, three of them are in Rio Grande Chapter.)

continued on page 10



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Advisory Council Meetings (cont'd from page 9)

CHAPTER OFFICERS MEETING

Thursday evening all Chapter officers had dinner together and exchanged experiences. John Connor of Southern California, the Chapter Relations Officer, had requested suggestions for the agenda for this dinner, and it was a stimulating meeting, running till all hours. Topics included ideas for encouraging student membership (give free directories, recruit faculty members, pay half the price of dinner for students at meetings, as well as techniques we are already using: meetings at library schools and John Cotton Dana lecture tie-ins), meeting procedures (have the business, then the social hour, then the speaker) (this would mean two social hours for us!), invite a speaker from the Speaker's Bureau list supplied), Chapter Bylaws (ours were named as approved), Chapter geographic boundaries survey (S.F. had reported), education of the library clerk, (everyone knows of our courses) and the desirability of sending Chapter bulletins not only to national officers but to other chapters.

Jeanne North

ATTENTION ALL MEMBERS

Unless you are absolutely certain you have paid your 1966 dues, look through your check stubs to verify this, and if necessary write to SLA Headquarters for another renewal notice

On April 1, a list of dropped members is sent out, and these people go off the mailing list. In order not to miss a Bulletin or meeting notice while you are discovering your delinquent status, make certain now that your dues are paid.

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Duplicate Exchange List--Spring edition

Deadline for lists of periodical duplicates offered for exchange will be Monday, March 28, 1966. Want lists need not be accompanied by offers. Sets of lists will be sent to all contributors, and to any other library whose request is received by March 28th. The Chapter pays the postal costs of sending out the lists; LIBRARIES ARE RESPONSIBLE for refunding (with postage of usable denominations) postal costs incurred in filling their requests.

If you have any questions regarding Duplicate Exchange, please contact the chairman, Kit Luce, 321-2300, ext. 2161.

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Mrs. Margaret M. Luce, Chairman
Duplicate Exchange Committee

Mrs. M. M. Luce
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Executive Board Meeting Highlights

The first 1966 meeting of the Chapter Executive Board and Advisory Council was called for Wednesday evening, January 12, at the Iron Duke in San Francisco, by President Yerke to discuss all the unfinished business of 1965.

Those who responded to the call were: Bruce Yerke, Jeanne North, Marilyn Johnson, Maria Feder, Don Gholston, Bill Petru, Barbara Ivantcho, Mark Baer, Martha West, Kathy Johnson, Betty Roth, Marie Koutecky, Mary McCain, Peg Uridge, Eugenia Ironside, Judy Fair, and Raphaella Kingsbury.

The President's first question was about the nominating committee for the coming year's officers, which will be vice-president, secretary and board member. Eugenia Ironside, as Chairman of the Nominating Committee was asked to choose her own committee members for the approval of the Board. She welcomed suggestions of names of those who would be capable of selecting candidates without themselves being possible choices.

Jeanne North announced that she would be absent at the next meeting while representing the Chapter at the mid-winter board meeting of SLA at Albuquerque, January 20-22, and will report to the membership upon her return. (Note: Jeanne's report elsewhere in this issue.)

Treasurer Maria Feder opened her books to a financial dilemma in which the \$417.16 figure on hand was meaningless because of the confused state of unpaid bills. Since the state of the treasury is consistently low, the question was raised as to possible ways of supplementing the funds. It was asked if local chapter dues might be assessed but it was feared that members might object to additional dues. Others felt a solution could be reached only by reducing expenses, as, for example, cutting the number of Bulletin issues back to 4 instead of 5; changing printers for better rates; or limiting the number of copies of the Bulletin. The matter was set aside with the suggestion that Bruce and Maria would try to straighten out the financial entanglements with Bay Cities and that later Bill Petru and Martha West would investigate bids of other printers. In the meantime, Joe Anderson, as Circulation Manager, would be asked to check into the number of copies going to different officers and to verify the correctness of the names attached to these offices.

Editor Petru reported that he had received a request from Illinois for a complete set of Bulletins for several past years. After some discussion, Peg Uridge moved that the Bulletin Editor be authorized to supply the back issues at a cost of \$5.00 per year. The motion was passed by the Board. In order to supply these past issues, it may be necessary for the Editor to receive copies from members, who are asked to contribute any unwanted issues to the Editor for his distribution needs. Peg Uridge would appreciate having any issues that carry articles about the activities of the Education Committee.

Betty Roth, as Consultant serving for the 2nd half of the term, replacing Margaret Rocq, had no report on the service, but contributed her usual good ideas in the group discussion.

Employment Chairman Roger Martin was not present, but his spokesman, Marilyn Johnson, reported that jobs were available awaiting inquiries from interested applicants.

Marilyn Johnson, as Procedures Chairman, presented the bylaw amendments that had to be submitted to headquarters. Since the changes were strictly routine and a matter of wording, no debate was necessary, and the approval of the group was granted.

Marie Koutecky announced a change in plans for the Recruitment Committee tour. Instead of a 1-day organized tour, there will be in the Spring an invitation to students to request visits to any libraries in which they are interested, and tours will be set up to meet the expressed interests of the students.

Executive Board Meetings (cont'd from page 13)

Kathy Johnson, Chairman of the Committee on Standards for Library Cooperation, reported that the first meeting will be held this month for the purpose of discussing the various ideas proposed and the ways and means of reviewing the inter-library loan policies of the Bay Area Libraries; cost data; mechanization; and so on. Barbara Ivantcho suggested a possible workshop for non-professionals for orientation in inter-library cooperation. A referral center was also considered as a necessity. A fuller report will be forthcoming.

Peg Uridge reported successful Fall courses in the fields of the Computer and Law. Recommendations were made to the University for continuation courses in Personnel; Computer and Law. Only the Personnel Seminar was approved, however, because of economy measures. A workshop for non-professionals is to be considered for every 2 years because of the tremendous interest shown. The publication of "Acquisitions of Special Materials", the course lectures given in 1964, led to remarks of the Publications Chairman.

Martha West stated that the cost of publications includes both the clerical aspects of typing and the professional services of editing. To submit material to headquarters for approval for chapter publication involves all this expense with no provision made by headquarters to cover this expenditure. In the future, Martha suggested that Beverly Hickok's idea be followed of submitting unedited material. Beverly Hickok is at present chairman of the national non-serial publications committee and knows whereof she speaks.

Mark Baer announced that the Union List is in its final labor pains with the count down in the hands of the capable committee, who are painstakingly sending our inquiries to each library when a question of holdings arises. Prompt replies to these questions will hasten delivery of the opus magnum. The Board will have to consider the cost of publication for contributing libraries and non-contributor. It will be a much more ambitious and rewarding undertaking than similar lists, because the complete holdings are to be listed under journal titles as they existed at the time of publication with references fore and aft to past and current titles. Mark Baer's company AMPEX is the project foster parent.

An Executive Board meeting was held Thursday January 20, 1966, at the Montclair Restaurant, San Francisco, preceding the regular January meeting of the San Francisco Bay Region Chapter of SLA. Those present were: Bruce Yerke, Marilyn Johnson, Maria Feder, Barbara Ivantcho, Don Gholston and Raphaela Kingsbury, with Roger Martin sitting in and participating in discussion.

Marilyn Johnson reported that national headquarters had promptly approved the recent revisions to the chapter bylaws, discussed at the previous meeting, and these revisions would be submitted to the membership for a vote before June. The bylaws will be mailed as a flyer sheet to accompany the ballot, and the vote may be accomplished at the May meeting.

Continued on page 15

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Executive Board Meetings (cont'd from page 14)

Barbara Ivantcho asked about the encouragement of new members through the receipt of meeting announcements and Bulletins. It was agreed that names should be sent to the Membership Chairman in this regard, and that new members be kept in touch with the Chapter until their names are processed through headquarters.

President Yerke announced the names of the Nominating Committee selected by Chairman Eugenia Ironside: Bill Petru, Glenn Maynard, and Marion Smith. The Board unanimously approved the selection; and the fate of the Chapter is now in the hands of the Committee.

Raphaella Kingsbury

Call for old BULLETINS!!!

The Circulation Manager of the Bulletin is in dire need for any past issues of the Bulletin, especially very early sets starting with Volume 1. These are being made into sets for sale to several organizations who have sent us firm purchase orders.

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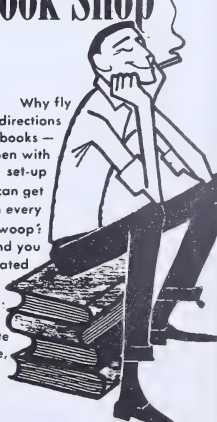
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The dope on State Technical Services Act

Mr. Robert Wiegel, California Director of the State Technical Services Act and also Assistant Dean of Engineering at University of California/Berkeley, spoke to the Chapter in January. This act is of sufficient importance and interest that the detailed notes taken by Mrs. Judy Fair are herewith offered to those who missed hearing Mr. Wiegel.

Retrieval of information on technology has been largely on a person to person basis up to now. The State Technical Services Act "gives" money to agencies that have developed plans to facilitate not only the retrieval of the information but also the "retrieval" of people who are specialists in a given area. The specialists are often sought after by industries with a particular problem, but there has been no successful effort to collect such talents within a file for easy reference service.

The purpose of the act is to speed the transfer of information. The emphasis is on state participation. Few people, particularly small companies, know about and use DDC, AEC, Clearinghouse. The use decreases as the distance from center to company increases. Thus, the emphasis is on localized centers, with such features as perhaps a paperback bibliography containing abstracts from various state centers and labs, but without the editorial comment the same material would get in a journal article.

The Governor of the State designates the agency to administer and implement the program. University of California/Berkeley with its many branches, its cooperation with industries, and its agricultural contacts, was chosen.

The technical services referred to include reports, tapes, etc; establishment of state and centers to handle such materials (special libraries are ideal prospects for such center); reference services to identify sources — all types of business which feeds into the economy and all people who know how to get information; workshops; any other ideas.

Qualified institutions are institutes of higher learning giving bachelor of science degrees in science, engineering, business education (the program itself, not just the college, must be accredited); state agencies designated as competent; non-profit institutions (with staff experienced in generating information and its retrieval). The last category has so far submitted no proposals; some of these associations should be able to qualify and contribute.

The main task is to get people to submit proposals; the agency may have to try selecting certain jobs for certain agencies in order to make some kind of help available.

The federal funds must be matched with non-federal money: grants, fees from charges, funds from legislature.

continued on page 17

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State Technical Services Act (cont'd from page 16)

Programs must be new (more in the sense of unique) and must not compete with federal, state, or private business in the area (no wasteful duplication of effort.) All publications and work must be made available to the public at cost. \$3 1/2 million dollars available this year. Clearinghouse gets some, special merit programs of general interest to entire USA or area have their own allotment.

The advisory council judges the proposals. These 20 members are chosen from various businesses geographically spread from one end of the state to the other. They are in high level positions away from pressures which could be applied by certain groups. They have this idea as a basis for their approval of a program: USE THE FUNDS FOR ACTIVITIES THAT HAVE A STIMULATION VALUE. (Not just one person teaching one person.) They want plans generally useful to industry as a whole. The law is loosely drawn so that the state advisory council could decide about the good of the proposals for the state. Mr. Wiegell rejects no proposals, gives them all to the board. All agree that the real problem is the small companies; in large companies the problem is getting the staff to use available services.

"Business Week" January 22, p.146 has an article on the national program.

Answers to questions from audience: Type of proposals: develop a state-wide information retrieval system, a depository for area industry, a narrow speciality documentation center, system analysis of handling of materials, research on wood as a chemical base, collecting the information and dispersing it.

Can't use money to "beef up" existing programs. The council wants new ideas — getting people in contact with people who know beyond consultant level, people who know about problem in advance, specialists; not just reports. California, in a way, is penalized for the systems already in operation; agencies will have to develop "new" ideas. "New" could be an idea for centrally coordinated dissemination of material throughout the state. Council is more restrictive than Congress; they really want maximum spread of information. The emphasis is on transfer of known information, not generation of new material, not research by graduate students. Some border line cases might include a survey to determine needs in an area; in this case the survey would be research which would indicate specific problems and their solutions.

OMISSION...

Apologies to Southern California. The Editor forgot to mention the price of their Directory of Special Libraries. The price: \$3.00 to SLA members, \$5.00 to non-members

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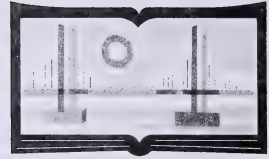
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SAN FRANCISCO BAY REGION CHAPTER

Dear Chapter Members Who Do Not
Belong to the California Library
Association:

While doing some promotion work two years ago in SLA, I was interested and surprised to learn that most of the members of SLA's Biological Sciences Division are actually medical librarians (who have their own association, too). They join SLA in order to go to conventions and meet librarians other than medical librarians! There is an Aesopian wisdom here which our own members who have not joined the State library association might ponder. Less than half of us belong to the California Library Association. Some of those who do not, often say they cannot afford to pay dues to more than one professional association.

To make such an excuse is dishonest and a canard, for it implies that special librarians no longer make more money than other librarians. Everyone knows we are paid more; it is part of our professional myth. But even CLA knows it's a burden to pay double association dues, as well as auto licenses, state and federal taxes during the first quarter of the year. For this reason, to accommodate us, they permit us to join for a special rate of only \$7.00 per year.

Why should you, a good SLA member (25% of whom do not pay their own dues on time) join the California Library Association? Why, dear fellow worker in the vineyard of bibliofrenzia, should you join SLA, for that matter? Why do you buy your children clothes, your wife or husband an occasional gift--why do you do anything ever except out of pure self-interest? Which is really the only reason for joining any professional library association. And, at a higher level, perhaps because you may believe there are things worth caring about.

The California Library Association does a lot of work for us in SLA that we cannot do for ourselves very often. It lobbies in the State legislature for library bills and library service standards; it fights censorship actively, and other related forms of bigotry which seek always to thwart the spread of library services, e.g., easy access to information sources; it forms the real statewide library presence in California. But why go on? In this issue of our Bulletin is a membership application form. Fill it out and try CLA for a year. Go to a regional meeting or so. Read the California Librarian. Let them sell themselves to you for a year. You can always drop out next year if you remain unimpressed.

Sincerely yours,

Theodor B. Yerke
Librarian

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San Leandro, 94577

Mr. Stuart Baillie, Ln.
San Jose State College
San Jose, 95114

MEMBER TRANSFERRED OUT

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605 Malott Hall
University of Kansas
Lawrence, Kansas 66045

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Miss Clare Marie Hegele
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Oakland, 94610

Mr. Robert M. Tierney
763 Scenic Drive
Ben Lomond, 95005

Mr. Harold S. Sharp
1464 Thurston Ave., Apt. A3
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536 Mission St.
San Francisco, 94105

RESIGNED

Mr. Jack B. Goldmann
201 Alicia Way
Los Altos, 94022

1966 Membership Directory Issued

Mrs. Jeanne North, Membership Chairman, reports that the Directories are in the mail. Thanks are due to Isabella Frost of Safeway for the reproduction of the text and cover. Bruce Yerke had the cover artwork done at the Forest and Range Experiment Station. Changes will appear in subsequent issues of the Chapter Bulletin. Corrections should go to Mrs. North. If you move or change jobs you must notify SLA headquarters.

The Directory is free to all Chapter members, with one extra copy going to committee chairmen and executive board members. The cost is \$2.00 to members wanting an extra copy and \$5.00 to non-SLA-members with a subscription to the Bulletin containing the changes and corrections.

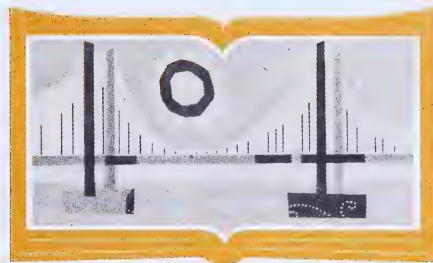
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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

May, 1966

No. 5

Vol. 36

ELECTION RESULTS

ELECTION RESULTS

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engineering school libraries committee

outlines program for june meeting

Miss Karen Takle of IBM, as Chairman of the Engineering School Libraries Committee of the American Society for Engineering Education, wishes to make known the 74th Annual Meeting of the ASEE at the Washington State University, Pullman, Washington, on 20-24 June 1966.

The program of the ESL Committee spans Wednesday and Thursday, 22-23 June. The program as planned will cover many topics of interest with many nationally known librarians speaking and participating in panels. Localites who will be on the program are Ralph Shoffner, Institute of Library Research, U.C./Berkeley; Al Warheit, IBM/San Jose; Don Black, U.C./Santa Cruz; Mel Voight, U.C./San Diego. Others present will include Melvin Day, NASA, STID; David Heron, University of Nevada; Ralph Parker, University of Missouri; Charles Stevens, Project Intrex, MIT. Topics for discussion are current library projects, chiefly in mechanization, economic benefits of information utilization, the new importance of the university as a center of technical development, and pre-utopian possibilities for new or expanding libraries.

For registration information, please contact Mr. Leighton Collins
Executive Secretary, ASEE
DuPont Circle Bldg.
1346 Connecticut Ave., N.W.
Washington, D. C. 20036

the president's farewell...

The year, which began and ended on notes of crisis, has not been an unmitigated calamity by any means, and I feel that no lasting harm has come to the Chapter through the presently departing administration. Early in the summer of last year the alarm bells began to ring when notice was received of the action by the Regents of U.C. to curtail extension programs which were not self-supporting. Among these was the whole Continuing Education for Librarianship constellation and the action also cost Mrs. Elinor Alexander, the coordinator, her job.

Prompt and vigorous action by all the library associations in the State created such a protest that the Extension division appointed Mrs. Grace Stevenson to make a survey of the need for these courses, and to make recommendations for their continuation on a state-wide basis. Our Chapter's Education Committee was prominent in all these politico-professional maneuvers. In my opinion, the establishment of a strong base of operations for the Continuing Education for Librarianship courses may in the long run be the most important event of the Chapter year.

Toward the end of the Chapter year it became apparent that we were operating at a deficit. A special Board meeting on May 9 investigated this thoroughly, for the financial situation will place an unfortunate burden on the next administration, and all of Jeanne North's ingenuity and experience in Association affairs will be needed to surmount the problem of operating and growing on a shoestring budget. During the winter and spring we had been sanguine about the deficit, believing that returns on our two major publications of the year, Acquisition of Special Materials and the Union List, would bail the treasury out. Within the past six weeks it has become manifest that printing costs will be much higher than earlier estimates. While both publications will pay for themselves, and in time even earn money for the Chapter, they will not help Mrs. North during the first part of her administration.

This condition is not one to be taken with levity, and all responsible members of the Chapter are urged to come forward with useful ideas, and to give intense support to whatever measures Jeanne and her Board find suitable next year to surmount our difficulties.

I wish to thank all those who have served with me this year. For some grotesque reason, I forgot to do this at our annual business meeting. However, this was hardly ingratitude on my part but rather an unintentional revelation of my eagerness to be out of office. Two years ago, there was reason to believe, were I elected, that much time would be available to devote to Chapter affairs in "distant" 1965-1966. Of course, quite the opposite state of affairs came about. He who seeks public life rides a wild horse. Jeanne, the horse is yours now, and I am sure you are a balanced equestrienne.

Theodor B. Yerke
President

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Bulletin, Advertising and Circulation

Five issues of the Chapter Bulletin were published in 1965-66, maintaining the number established since 1963-64. The total number of pages has remained about the same this year over last year, but the cost of the Bulletin to the chapter went down because of a larger number of advertisers and because of an increase in some of our advertising rates.

This year, the Advertising Manager was personally responsible for mailing Bulletins to the advertisers. This procedure enabled her to include a letter of welcome to each new client, provide reminders of deadlines, and answer any questions raised by the client. This procedure also eliminated the problem of cutting new and removing old addressograph plates. It is strongly recommended that this procedure be continued, since it is felt that the personalized service accounted directly for the increase in the number of advertisers.

Circulation has been about 315 issues per month to the chapter membership, plus two paid subscriptions. In addition, Bulletins are mailed to advertisers and other chapters, and chapter officers and committeemen are provided extra copies for their duties. Total monthly circulation of the Bulletin is approximately 415 copies. Great pains were taken this year to clean up the address list to keep the total number of Bulletins distributed down and to insure accuracy.

This committee recommends that five issues be planned for next year. Although the Bulletin is the largest expense for the chapter, it is also the prime communications medium not only for SLA, but other local library organizations as well. As such it should be a timely publication of at least bi-monthly frequency. A continued effort on the part of the advertising manager through out the year will certainly pay dividends, as was shown this year. Coupled with a circulation manager continually watching the distribution of issues, the cost of the Bulletin can be reduced.

William C. Petru,
Bulletin Editor

Mrs. Judy Fair,
Advertising Manager

Joseph Anderson,
Circulation Manager

* * * * *

MOTION PICTURE FUND

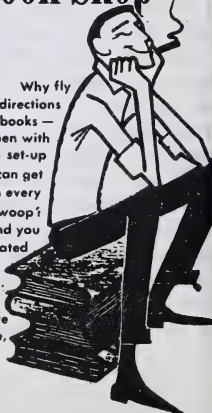
Mrs. Betty Roth at Standard Oil will welcome any suggestions on how to raise money for that perennial project, the SLA Motion Picture Fund.

She has already suggested we all leave money, or stocks, or real estate, in our wills for this worthy fund, so now it's up to you to come forth with some other good suggestions (or drop dead).

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Consultation Committee

Four referrals, all through Chapter members, have been received in 1965-66. In three instances, the purpose of the "Without Charge" part of the Service was completely misunderstood. This is common in all Chapters. Not knowing that the "Without Charge" service by a professional society would necessarily be limited (although not necessarily to one day) the inquirer expects that a specialist librarian can demonstrate to a non-professional how to organize and/or administer, and/or catalog, and/or index a collection — some of considerable complexity. "How do I index my library," is the usual clear question.

Association policy is that every effort be made to be contacted by a decision-making level of management. It is universal experience that dealing with a lesser level is a waste of everyone's time, and does not reflect the professional abilities of SLA's members.

The confusion about the "Without Charge" service is partly due to the hope of getting something for nothing, and partly because the new, more clearly written Consultation brochures are not yet distributed. The questionnaire to be filled out by the inquirer is being clarified too, so that only decision-making management places the inquiry with the Chapter Consultant or Headquarters.

One inquiry was made by a professional part-time social worker in a war-on-poverty, tax supported organization. Her problem was the Director's insistence that Keysort periodical data cards be combined into a traditional card catalog of monographs and ephemera. With the aid of the Association President, we think we solved that one. Among other things, the social worker visited the Chairman's library and seemed to gain a better understanding.

The fourth inquiry was from an engineer, who has the "library" responsibility, and realizes his best route probably is to contact Headquarters for the other half of the Service, the paid Professional Consultant.

It is easy to see we all have a lot of missionary and basic public relations work to do.

Mrs. Elizabeth B. Roth,
Chairman from Jan. 1966

Duplicate Exchange Committee

The Duplicate Exchange Committee for 1965-1966 is not submitting a bill to the Chapter this year. The exchange lists were sent our 3rd class mail and, consequently, the total expense incurred is not large enough to require reimbursement.

Mrs. Margaret M. Luce,
Chairman

[illegible]

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Education Committee

The Committee had ten meetings during the year. Membership remained same as last year, with the exception of Robert Meyer who resigned in January. The Executive Board of the Chapter voted to have the Committee Chairman continue as such for her fourth year, as a special extension beyond the three year constitutional limit for a committee chairman. The membership was: Roger Martin, Roy Nielsen, Ted Phillips, Margaret M. Rocq, Margaret D. Uridge, Chairman.

Two courses were sponsored through U.C. Extension. Fall semester, Allan Pratt gave an eight weeks course, X413 "Advanced Systems Analysis", in Berkeley, late Tuesday afternoons, with 21 registered; approximately 1/3 were SLA members. This was a second course in the planned Data Processing series. Spring Semester, 1966, the Second Series of Personnel Seminars, conducted by Boynton Kaiser, as was the first, were held in San Francisco for three full days, April 1st, 29th and May 20th. About 62 people were in attendance, with approximately 1/4 were SLA members.

Continuing Education of Librarianship program at University Extension, Berkeley Division was abruptly cancelled in August 1965 due to inadequate funds from the State Legislature. It had been expected to be continued for at least three years, even though the first two years were expected to be deficit ones. At the announcement of its termination, members of the Chapter and the Education Committee reacted formally, and personally, by sending letters of protest to Dean Paul H. Sheets, University Extension (Statewide). Their letters, added to those received from other librarians and library associations, had such an impact that Dean Sheets appointed Mrs. Grace Stevenson, retired Deputy-Executive Secretary of the American Library Association to make a five months survey of the need state-wide for such a program, and to write a proposal for funding it. Among other groups and individuals that she met and talked with, Mrs. Stevenson met with the Education Committee. The Chairman of the Committee, who had represented SLA on ACTUEL, The advisory committee to the original program, was appointed by Dean Swank to continue this representation on a new Advisory Committee to Continuing Education for Librarianship Project (ACCELP), which met April 6th at UCLA. Mrs. Stevenson's report is not completed as of this writing. But, she and the Advisory Committee recognized that the program was initiated by the S.F. Chapter of SLA, with Robert Meyer being the individual most responsible for the ideas and their development through the SLA Education Committee and as chairman of ACTUEL.

The Committee has been actively working with the Publications Committee in preparing the lectures "Acquisition of Special Materials" for publication by the Chapter in June.

The Workshop for Library Assistants Lectures, from 1964, are being edited by William Petru for publication by national SLA. They are due to come out in the Fall, in time to be used for the next Workshop, planned for Fall or Winter, 1966/67. The lectures for the Computer Course (Spring 1965) are being gathered for presentation to the SLA

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Employment Committee

From one viewpoint, the employment business continued to boom in 1965-66. Two hundred and eleven individuals contacted the Committee (some several times), almost twice as many as during the previous year. Similarly, almost twice as many positions came to our attention. Most of these have been filled, but a few still remain open.

It is still difficult to determine the results of Committee activities in most cases, but there is some evidence to indicate at least some assistance was given in filling eleven positions, more than twice as many as last year. We hope this trend will continue.

Roger M. Martin,
Chairman

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Hospitality Committee

Most of this season's meetings have been very well attended by members and a variety of distinguished guests. All so far have been dinner meetings, with arrangements satisfactory in varying degrees. The Hospitality Chairman was assisted by several members in distributing badges, greeting and introducing new members and guests.

A return to pin-on badges was found to be advantageous, as long as a suitable typewriter is available to prepare them. The Membership Chairman assisted with the preparation of new badges in type of high visibility. Liaison was maintained with the Membership Chairman, in identifying guests and new members, and arranging for prospective members to be notified of meetings.

A card file has been built up with full information and comments on places meetings were held. It also includes information on other restaurants and hotels contacted, and may be of use to future hospitality chairmen.

Barbara Ivantcho,
Chairman

Joint Chapter Meeting Committee

Burton Lamkin was unable to perform as chairman of this committee due to his moving to Washington. Roy Nielsen was appointed to succeed Mr. Lamkin as chairman of the committee about 30 July. Since time was short to prepare for the joint meeting to be held in conjunction with the 67th California Library Association Annual Conference in San Francisco in December, S. F. Chapter President, T. B. Yerke, very kindly assisted the chairman and Mr. Marc Gittlesohn representing the CURL Section of CLA to plan a program of mutual CURLS-SLA interest to be presented Friday morning, December 10th at the Hilton, San Francisco.

The Program presented was a panel discussion on the topic: "California's Academic and Special Libraries: Partners in Research — Challenges and Opportunities for Reciprocity". Jeanne North was the moderator and the academic community panelist was Donald Koepp of U. C. Library, Berkeley. SLA panelists were Roger Martin and George Luckett. This program was well attended and the audience reaction was quite favorable.

An improvement which could be made in these joint meetings would be more communication and cooperation among the three SLA Chapter Joint Meeting Committee chairmen, starting in July of each year at the latest. Since the place of the CLA Annual Conference alternates between northern and southern California, the work of our S.F. Bay Region Chapter Joint Meeting Committee will probably be less in the years the meeting is held in southern California.

Roy Nielsen,
Chairman

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Nonserial Publications Committee

The past year has been a very active one for the Committee, with three publications due to appear this summer and fall and one manuscript still in the approval stage.

Acquisition of Special Materials, edited by Isabel Jackson, and published by the Chapter, is due from the printer the 1st of June. Over 450 copies have been sold to date, thus assuring us of meeting expenses. Local and national publicity was obtained through a variety of methods: Stacey's mailing list was utilized; SLA National Office sent out a press release to the various library publications; and other SLA Chapters were contacted via their respective Bulletin editors.

The Committee has contributed also in an advisory manner to the publication of the Union List of Serials.

The Lectures from the Workshop for Library Assistants held at U.S.F., September 1964, will be published by SLA. Editing of this material is being undertaken by Bill Petru and Martha West. Hopefully, this publication will be available for use as a text for the Workshop contemplated for fall 1966.

The lectures from the U.C. course "Library Use of Computers" have been submitted to the SLA National Nonserial Publications Committee for evaluation and possible publication. No report from the Committee has been received as yet.

As in the past, close liaison has been maintained with the Education Committee. This is certain to continue as most of the Chapter's publishable material emanates from the efforts of that group.

The immediate project of the Committee, in the capable hands of Joe Kramer, is that of promoting sales of the current publications in order to provide us with a fund for future publishing efforts.

Membership Committee

As of April 13, membership records of the Chapter showed:

I	Sustaining	8
II	Life	1
III	Active	225
IV	Affiliate	13
V	Associate	37
VI	Student	17
VIII	Emeritus	7
		<u>307</u>

Other 1965-66 statistics:

New Members	17
Transfer-In	16
Transfer-Out	13
Reinstated	1
Resigned	3
To be dropped*	32

*Nonpayment notice 4/66, not subtracted from April 13, membership.

Jeanne B. North,
Chairman

Martha W. West,
Chairman

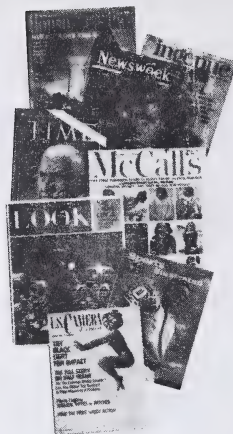
Procedures Committee

Proposed amendments to the Chapter Bylaws have been drawn up and approved by the National Bylaws Committee. They have been submitted and approved by the Chapter at the annual business meeting.

Procedure manuals will be reviewed in June, prior to the turnover of officers and committees.

Marilyn Johnson,
Chairman

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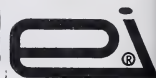
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Program Committee

Attendance at the 1965-66 programs was up somewhat over last year, although it varied rather widely from one meeting to another. It is difficult to determine a pattern in the meeting attendance. This year as in previous ones an attempt was made to provide a balanced mix of "practical" and "traditional" types of programs, but very little difference could be seen in the response to either type. Not surprisingly, Chapter members appear to be most interested in programs that have a direct bearing on their work activities.

It has been over three years since the members were quizzed to determine the types of programs most interesting to them. Perhaps it would be timely to circulate another questionnaire or something similar to the Chapter to aid in planning the 1966-67 programs.

The aid of a number of members in setting up this year's programs is gratefully acknowledged. Particular thanks are due Bruce Yerke for his help.

Programs for the year were:

Wednesday, September 22, 1965 — A tour of the libraries of Pacific Gas and Electric Co., and Standard Oil Co. of California, the Wells Fargo Bank History Room and the Business Branch of the San Francisco Public Library. The tour was preceded by dinner at the Iron Duke. Attendance: 83.

Thursday, October 28, 1965 — A panel presentation of current trends in filing equipment and records storage by Tom McCune, Tab Products Co.; Lincoln Bell, Supreme Steel Equipment Co.; and Raymond F. Vaughn, Remington Office Machines. The meeting was held at the Canterbury Hotel in San Francisco. Attendance: 53.

Program Committee (cont'd from page 12)

Wednesday, November 17, 1965 — A joint ADI/SLA symposium on the International Federation for Documentation Congress held in Washington. The panelists were Phyllis Baxendale, Gloria Smith and T. B. Yerke with I. A. Warheit as moderator. The meeting was held at the El Rancho Motel and Restaurant in Millbrae. Attendance: 75.

Thursday, January 20, 1966 — A discussion of the State Technical Services Act by Robert L. Wiegel, Director for California. The meeting was held at the Montclair Restaurant in San Francisco. Attendance: 66.

Wednesday, February 16, 1966 — Cocktails and a tour of Stacey's facilities in Palo Alto. This was followed by dinner at Ming's in Palo Alto and a talk by Alleen Thompson, dealing primarily with the COSATI Report. Attendance: 135.

Thursday, April 28, 1966 — A panel presentation on the "The State Government as a Source of Information." Panelists were Ruth Elwonger, California State Library, and George Bergst, Lockheed Missiles and Space Co. The meeting was held at the Bar Association Lounge in San Francisco. Attendance: over 115.

Wednesday, May 18, 1966 — Dinner at the Claremont Hotel in Berkeley and a talk by Leslie Hood, Director of Public Relations, Bay Area Air Pollution Control District. Attendance: 60.

H. D. Gholston,
Chairman



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Publicity Committee

Information concerning the talk made by Professor Robert L. Wiegel, California Director of the State Technical Services Act of 1965, to the SLA Bay Region Chapter on January 20, 1966, was sent to newspapers and public libraries in the nine Bay Area counties. Though the information did not appear in the newspapers, as far as could be determined, the publicity did result in the attendance of librarians, not members of SLA who wanted to hear about the Technical Services Act.

Publications Chairman Martha West asked that information about the Chapter's publication, Acquisition of Special Materials, be sent to accredited library schools in the U.S. and Canada as well as to some library journals. This was done in January 1966; information about the publication was also made available at the CLA Convention in December.

I would like to thank Bruce Yerke and Martha West for their help during the year.

Mary W. McCain,
Chairman

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Recruitment Committee

The major activity of the Recruitment Committee in 1965-66 was concerned with the University of California School of Librarianship. It had been recommended that our Chapter annually sponsor a tea in the Fall Semester for the Library School students to coincide as nearly as possible with special libraries curricula. Following this suggested procedure, a tea, held on Thursday November 18, 1965, at the Women's Faculty Club on the University Campus, was attended by an estimated 40 persons, consisting of students and faculty of the School of Librarianship and chapter members. The members, serving as hosts and hostesses, included: Don Gholston, Ota Hanson, Beverly Hickok, Barbara Ivantcho, Raphaella Kingsbury, Rose Kraft, Roger Martin, Roy Nielsen, Bill Petru, Betty Roth, Peg Urdige and Bruce Yerke. The students were thus able to talk with the various chapter members getting answers to questions, both general and specific, about special libraries. Recruitment pamphlets and material was also distributed to the students.

This contact with interested students pointed up difficulties as far as an organized open house tour in the Spring Semester of 1966. The restricted hours in which most special libraries in the area are open conflicted with class schedules, and few students had coinciding free time. The suggestion left standing was that interested students organize among themselves and then contact the Recruitment chairman who would then make the necessary arrangements with the libraries involved.

Approximately 15 requests for information on special libraries were forwarded from headquarters, and letters and recruitment pamphlets were sent to the individuals. In addition, several telephone requests were handled directly.

Marie E. Koutecky,

Union List of Periodicals Committee

As a result of the support and cooperation of the Chapter membership, we expect to publish in Summer 1966, a union list representing the holdings of seventy-three scientific, medical, technical and business libraries in the Bay Region.

The Union List will contain holdings for more than four thousand titles. These holdings will be listed under the title held at the time of the periodical's publication with a reference to preceding and subsequent titles.

By act of the Executive Board of the Chapter, the Union List will be sold for \$20.00 but Libraries that submitted holdings for the Union List may obtain an initial copy for \$10.00.

The Committee wishes to thank the membership for their advice and assistance during every phase of this project.

Mark Baer,
Chairman

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Education Committee (cont'd from page 7)

Publications Committee for National consideration, with Bob Meyer and Gloria Smith, the Coordinators for the course, writing and Introduction.

The Chairman and two members of the Committee will be attending the Second Education Forum, being held the day following the SLA Convention in Minneapolis, on June 3rd. Dean Swank, of the U.C. School of Librarianship, and Russel Shank, former chairman of the committee, and now on the faculty of Columbia's library school, are two of the speakers. Besides continuing the plans for publication of its Workshop and Lectures, the Committee is investigating other courses to be sponsored, and is cooperating with the proposals for the statewide Continuing Education for Librarianship.

Margaret D. Uridge,
Chairman

Executive Board Meeting Highlights

The Executive Board of the SLA San Francisco Chapter met in special session on Monday evening, May 9, 1966, at the Men's Faculty Club on the Berkeley U.C. campus. President Yerke called the meeting for the prime purpose of clarifying the financial status of the Chapter by an examination of the current state and a realistic planning for balancing the budget during the next administration.

Those attending were: Bruce Yerke, Jeanne North, Marilyn Johnson, Maria Feder, Raphaella Kingsbury, Barbara Ivantcho, Don Gholston, Mark Baer, Martha West, Bill Petru, and Peg Urdige. During the evening the chairmanship was divided between the incumbent and in-coming presidents to facilitate the discussion of budgetary problems in the present and next administrations.

Bruce Yerke called upon Maria Feder for the Treasurer's report, the crucial statement that figured significantly at this meeting. Although the annual report of itemized expenditures had not yet been prepared, Maria Feder made the following observations:

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continued on page 18

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Executive Board Meeting (cont'd from page 16)

The resulting deficit would be an increase over that of last year, and if allowed to continue would complicate the financial status each year. The question arose as to how to balance the budget by cutting present expenses and then planning for the future curtailment of expenditures and possible increase of income.

The first suggestion was to decrease the number of issues of the Bulletin, as this is a major expense.

The membership report, given by Jeanne North, indicated a loss of 32 members and, therefore, a decrease in allotment. She asked for an announcement to be inserted in the Bulletin to explain to delinquent members the need for payment of dues before March 31, to ensure the chapter's maximum allotment.

The reports of the Publications Committee and Education Committee, given by Martha West and Peg Urdige respectively, were encouraging with the prospect of the Acquisition of Special Materials being handled by the Peninsula Press at a considerable savings, their bid being lower than other bids. A special display issue is to be ready for the national conference. Stacey's agreed to free mailing in return for the privilege of checking the order mailing list. Every copy mailed out will contain a flyer for the Union List, thus providing publicity for the next publication at no cost to the chapter. The prepaid orders for the Acquisition of Special Materials indicate a good likelihood for meeting publication expenses with the possibility of a net profit. A motion was made by Marilyn Johnson to the effect that profits, derived from the sale of Acquisition of Special Materials through December 31, 1966, be divided thus: 50% to the Chapter; 25% to the Editor; and 25% to the authors' and all money received after December 31, 1966 would go to the Chapter. The motion was carried.

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The current status of the Union List was discussed. Mark Baer indicated that Ampex will accept the obligation of typing editing and mailing; but Mark Baer's leaving the company makes it impossible to have the company absorb the publication costs. So Martha West has been making inquiries in this regard, and reported that the lowest bid has come from a printer in Ann Arbor, Michigan. Inasmuch as it will be necessary to meet the publication expenses in advance of sales, Martha West requested that the Board consider asking a loan from headquarters. Jeanne North commented that the Board of Directors usually granted such requests where it was a matter of a loan to be repaid after the sale of a publication.

Raphaella Kingsbury moved that the Chapter request from the SLA Board of Directors a loan of \$2000. for the publication expenses of the Union List of Serials, the amount to be repaid from the returns of sales. Marilyn Johnson seconded the motion, and it carried unanimously. Bruce Yerke promised to get a letter off immediately to John Connor (Chapter Liaison Officer) with copies to Bill Woods and Alleen

Executive Board Meeting (cont'd from page 18)

Thompson, so that the matter can be brought up at the Board of Directors meeting on May 29.

The plans for next year were discussed, and Bruce Yerke turned the meeting over to the incoming president. Jeanne North, as presiding officer, called upon the treasurer to state her case. Maria Feder asked that the state of the treasury be resolved by considering the elimination of a deficit and promised to have her itemized report ready before July 15. Jeanne North agreed that the treasurer's report as of June 30, 1966, need not include the Bay City bill for the last issue of the Bulletin, thus allowing for a lower deficit. The income from allotment, advertisers and sale of Directory amounted to about \$1066, but might be lower next year with the reduced membership, and the possible figure of \$1009. was hypothetically given. The Expenditures for each Bulletin was about \$150, according to Bill Petru. Reducing the number of issues to four would thus save \$150. The cost of announcements, being a major expenditure, was raised, and the suggestion made that the Bulletin contain the announcement of meetings. However, this idea was not acceptable. It was felt that individual members were entitled to be notified of meetings. Nevertheless, it was agreed that the first issue of the Bulletin could contain the calendar of the year's events, even if it would be necessary to make changes later. Marilyn Johnson moved that notices go out to all members even if the meetings are announced in the Bulletin, and the motion was carried because of the necessity of prepaid reservations, as well as the chapter's obligation to its membership.

The expenditure for the Recruitment Tea could be eliminated, and Peg Uridge suggested that this tea pay for itself by having the invited SLA members pay \$1.50 for the privilege of attending and as a contribution to the chapter. Don Gholston so moved and the motion was passed.

In order to help cover dinner expenses, the suggestion was made that an additional fee be added to the cost of dinners. Marilyn Johnson moved that every dinner meeting under \$4.40 have an additional ten cents assessment until such time as the budget is balanced. The motion was carried.

Jeanne North made the motion that the income derived from publications over and above expenses should go into a Publications Committee Revolving Fund. Marilyn Johnson proposed an amendment that special projects and expenditures from such fund shall be approved by the Executive Board, but otherwise the Publications Committee shall have control of the fund and present an annual accounting to the Executive Board. The amended motion was seconded by Maria Feder and passed unanimously.

The final question of the evening was in regard to the Directory. It is possible for some membership chairmen to have the directory printed by the company, but this cannot always be expected, and therefore, the directory should pay for itself. The Bylaws would have to be changed to permit any charge, and Marilyn Johnson maintained that the Directory should be free to members. Martha West suggested that a \$2.00 charge would not impose any hardship. This matter will be settled at a subsequent meeting.

After a long evening, highlighted by an excellent dinner and stimulated by excellent wine from the hands of President Yerke, the spirited financial discussion ended on an up-beat, and the meeting adjourned at 10:30 p.m.

Raphaella Kingsbury,
Secretary

MEMBERSHIP

New York Headquarters has notified us that the following names should be dropped from chapter records — these people not having renewed membership as of May 1966.

Mrs. Martha M. Arvey
Mrs. Elizabeth R. Casellas
Miss Judy J. Crillo
Mrs. Louise K. Crouch
Mrs. Constance B. Davenport
Miss Anne W. Davis
Mrs. Judith R. Demeter
Mr. Robert J. Everson
Miss Florence Hatsumi Fujii
Miss Ann L. Gerstley
Miss Alexandra L. Geyer
Mr. Robert W. Grenfell
Miss Ava D. Headley
Mrs. Clara B. Henderson
Mrs. Marguerite E. Higgins

Mrs. Sophia Hirtz
Miss Donna M. Klimpke
Mr. James L. Kris
Mrs. Eleanor I. Mieth
Miss Gretchen Mitchell
Mr. John B. Morrice
Mr. Maurice E. Nally
Mrs. Florence H. Noel
Mr. Jack Pooler
Mr. Robert D. Schalau
Mr. Harold S. Sharp
Miss Gail B. Shields
Miss Mary Anne Snavelly
Miss Renate Sommernitz
Mr. Hunter M. F. Wilson

NEW MEMBERS

Braxton, Miss Anne
2241 Jackson St.
San Francisco, 94115
G III

Chang, Mrs. Teresa Shu-Chin
2090 Yale St.
Palo Alto, 94306

Davis, Miss Barbara Ann
720 North "D" St., Apt. A
Lompoc, Calif. 93436
Lj III RT

Rhodes, Mrs. Margaret M. G.
1733 Bancroft Way
Berkeley, 94703
L III

Stephens, Miss Mary L.
1771 Highland Pl., Apt. 306
Berkeley, 94709
Lb V
Williams, Mrs. Elizabeth P.
1545 Jackson St., Apt. 310
Oakland, 94612
Mgh V

RESIGNED

Morse, Mrs. Hilda C.
200 Siesta Lane, Outingale
Somerset

REINSTATE

Freeberg, Mrs. Jacquelyn
715 Regal Court
Menlo Park, 94025
L III

Gillis, Mrs. Barbara M.
49 Los Cascados Rd.
Orinda, Calif. 94563

TRANSFER-IN

Crenshaw, Miss Tena L.
227 Pettis, Apt. 4
Mountain View, 94040
T III

Gallimore, Mr. Charles R.
Engineering Lib., Stanford U.
Mail: 3073 Emerson
Palo Alto, 94306

VI-S

Hooper, Mrs. Margaret Jean
Library
Lihue, Kauai
Hawaii, 96817
B III

REMOVE FROM CHAPTER ROLLS

Boylan, Mr. Merle N.
714 B Hayes Ave.
Livermore, Calif. 94550

Membership (continued from page 20)

TRANSFER-IN (cont'd)

Leffingwell, Mrs. Janna O.
Jackson Business Library
Stanford University
Mail: 403 W. 25th Ave.
San Mateo, 94403

Popenuck, Mrs. Anne T.
2516 Benvenue Ave.
Berkeley 94704

Ramsey, Mr. Jack
1148 Larch Ave.
Moraga, Calif. 94556

Sherwood, Mrs. Betty R.
Life Sciences Library, NASA Ames
Mail: 837 Couper St., Apt. K
Palo Alto, 94301

Sypert, Mr. Clyde F.
1114 University Ave., Apt. 2
Berkeley, 94702

TRANSFER-OUT

Hardies, Mr. Roderick R.
Box 44, University Station
Moscow, Idaho 83843

ADDRESS CHANGES

Clark, Miss Corinne
6119 Brann St.
Oakland, 94605

Duffy, Mrs. Alice W.
V.A. Hospital Library
San Francisco, 94121

Fair, Mrs. Judy H.
13456 Wildcrest Dr.
Los Altos, Calif. 94022

Ferguson, Mrs. Sandra
67 Fairview Plaza, Apt. 5
Los Gatos, Calif. 95030

Hall, Mrs. Marjorie D.
Park Branch Library SFPL
1833 Page St.
San Francisco, 94133

ADDRESS CHANGES (cont'd)

Hoehn, Mr. R. Philip
2912 Fulton St., Apt. C
Berkeley, 94705

Johnson, Miss Kathrine E.
Varian Associates
611 Hansen Way
Palo Alto, 94304

Raphael, Mrs. Anne
176 Osage Ave.
Los Altos, Calif. 94022

Roust, Mr. Norman L.
Hexcel Products, Inc.
Box 1161, Main P. O.
Berkeley, 94701

Sanders, Mr. William
1896 Lexington Ave.
San Mateo, 94402
Lb III

Verity, Mr. John B.
1182 Catalina Dr. Apr. 28
Livermore, 94550

DIRECTORY CORRECTIONS

Griffin, Miss Marjorie
Extension 5493

Mann, Mrs. Sherrill R.
706 Bolton Walk, Apt. 103
Goleta, Calif. 93017
L a V

Simpson, Miss Irene
Telephone: 396-2648

Wayne, Miss E. June
In Company Index, remove from Shell
Dev. Co. — Emeryville, and make
separate entry under Shell, as:
— Patent Library
Wayne, Miss E. June

NAME CHANGE

Hocken, Mrs. Sandra C.
is now
Ferguson, Mrs. Sandra C.

Technical Translations

ITALIAN

DUTCH

FLEMISH

GERMAN

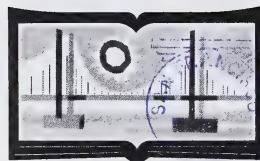
FRENCH

SPANISH

RUSSIAN

INTER - LINGUA TRANSLATING SERVICE

**2020 Cabrillo Street
San Francisco, California 94121**



Mrs. Isabella Lyon Nestor, Ln
Crocker-Citizens National Bank
1 Sansome St.
San Francisco, Calif. 94130

SPECIAL LIBRARIES ASSOCIATION/

SAN FRANCISCO BAY REGION CHAPTER

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

September, 1966

No. 1

Vol. 37.

This issue of the Bulletin is sponsored by National Magazine Company, 1366 Sutter St.

THEME FOR THE YEAR

Without stating it as a conscious objective, the Program and Hospitality Chairmen have designed a year of activities which will bring us into contact with many other groups of librarians and information specialists.

Why not then, state a theme for this year, emphasizing our recognition of the value of such fellow-professional contacts. Therefore, let's say the theme for this year is Objective: Library Dialogues.

During the year, as we join with student librarians, with documentalists, public, academic and school librarians, with librarians from hospitals and in government, we may gain more from these meetings if we seek a dialogue to determine our similarities and differences, to become conversant with each other.

Jeanne North
President

SPECIAL LIBRARIES ASSOCIATION, SAN FRANCISCO BAY REGION CHAPTER1966-67 Executive Board

President	Mrs. Jeanne B. North	work: DA 1-2300	x.2727
		home: DA 6-7716	
Vice President	Mark H. Baer	work: 326-7000	x.2657
		home: RE 6-0934	
Secretary	Miss Marian E. Wickline	work: 432-7311	
		home: 837-9447	
Treasurer	Mrs. Maria K. Feder	work: 843-2740	x.5621
		home: LA 5-7859	
Past President	Theodor B. Yerke	work: TH 1-5121	x. 307
		home: LA 6-1294	
Director	Mrs. Barbara Ivantcho	work: DA 6-6200	x.2634
		home: MI 8-8597	
Director	Mrs. Alyce Mackin	work: 326-4350	x.5331
		home: DI 3-1222	

Advisory Council and Committees

Archives	Mrs. Isabella L. Nestor	work: 983-0456	c.2695
		home:	
Bulletin Editor	Mrs. Gwyneth Heynes	work: 357-6800	x. 575
		home: 327-2645	
Advertising	Miss Phyllis M. Browning	work: 326-1970	
		home: 327-4424	
Circulation	Joseph J. Anderson	work: 367-3368	
		home: 591-2527	
Consultant Service	Miss Marjorie Griffin	work: 227-7100	x.5493
		home: 867-9386	
Duplicate Exchange	Miss Marilyn Johnson	work: 653-2100	x. 526
		home: OL 2-8295	
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		home: TH 8-1124	
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		home: DI 3-1222	
Membership	Mark H. Baer	work: 326-7000	x.2657
		home: RE 6-0934	
Nominating	Mrs. Marion M. Smith	work: 321-2300	x.2161
		home: 323-0581	
Procedures	Theodor B. Yerke	work: TH 1-5121	c. 307
		home: LA 6-1294	
Program	Mrs. Barbara Ivantcho	work: DA 6-6200	c.2634
		home: MI 8-8597	
Public Relations	Mrs. Evelyn S. Stuckey	work: 294-8124	c.2803
		home: 321-0829	
Publications	Mrs. Martha W. West	work: 968-8170	x. 42
		home: 326-3794	
Recruitment	Theodore D. Phillips	work: 227-7100	x.2789
		home: 269-5250	
Union List	Mark H. Baer	work: 326-7000	x.2657
		home: RE 6-0934	

Editor

Gwyneth M. Heynes
Friden Inc. R/D
San Leandro, California

Advertizing manager

Phyllis Browning
Beckman Instruments
1117 California Ave.
Palo Alto, California

Circulation manager

Joseph Anderson
Ampex Corporation
401 Broadway
Redwood City, California

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Five issues of the Bulletin will be published this year but they will look a little different. It was decided to finance publication by a plan which has been successful in other chapters.

You will notice that this issue carries only the advertising of the company sponsoring the issue. In return for a fee of \$125, the sponaor is entitled to four pages of space to describe the services of his organization.

This format will focus maximum attention on the promotional material.

We hope that the plan will prove mutually beneficial to both the sponsors and the Chapter.

We thank our sponsors..... please patronize them!

Gwyneth Heynes

Phyllis Browning

Since it is rapidly becoming clear that the most desirable quality in a Bulletin Editor is a deft hand with the scotch tape, a statement of editorial policy seems a little presumptuous. But there is a policy: to reflect Jeanne North's "Library Dialogues" theme as far as possible by publishing papers from "fellow-professional contacts" which have some interest to SLA and to keep up the dialogues within SLA with such contributions as Barbara Jackman's jolly introduction to the Safeway library.

Editor

National Magazine Company

1366 SUTTER STREET
SAN FRANCISCO, CALIFORNIA
PHONE: 775-8338

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A WORD FROM OUR SPONSOR

Our sponsor for this issue is National Magazine Co. Here Mr. George Sickinger explains some of the features of his company's services.

During the past year, we have instituted a new department, TITLE SEARCH. We are continually contacting publishers world wide, for their latest rates, so that they will be available to you at a moment's notice. Our goal is 25,000 listings. We also handle annuals, yearbooks and irregular accumulated Proceedings or Transactions.

Our notice of renewal form is sent several months prior to expiration so that you may add or delete any titles. If your library allows long term renewals we enter these if a saving is made on two or three year subscriptions. As soon as your list is returned, we enter and pay the publishers at once, so there are no missing issues. Waiting until November and December to enter causes trouble for both the subscriber and the agency due to the heavy load put on the publishers at that time.

When claims are necessary for missing issues, we forward to you a copy of our complaint to the publisher. On United States publications, we ask that you allow three weeks for receipt of a missing issue. If it is a failure to start publication, we ask that you return the copy marked "Second Complaint". We in turn then send a photo-copy of our check to the publishers along with other subscribers entered at the same time.

During July 1966, we instituted the Zero Defects Program. What does it mean? It means exactly what it implies: NO ERRORS, NO MISTAKES, it means PERFECT, just as our goal proclaims, "GUARANTEED PERFECT". ZERO DEFECTS is a campaign to (1) take a positive approach, create on the part of each employee the desire to do his job right the first time, and (2) instill in him pride of performance and craftsmanship and thus to (3) prevent errors before they occur. Every employee is asked to sign a pledge. Every employee wants to do a good job when he signs the pledge, he is simply acknowledging this fact and more than that, he is mentally resolved to do something about it.

The name Zero Defects is not new. It was conceived by a major Company, and has been adopted and used by many companies. The Defense Department has used it. The idea, simple recognition of the fact that everyone desires to be given consideration, dignity as a person, made to feel that he is important to the job and can do it perfectly, is as old as time itself. Our company is achieving great success for one basic reason: We have for the first time really emphasized the fact that "to err" is not necessarily an unchangeable human trait. This is our basic objective.

We aim to:

1. Be aware that our jobs are important and that we are responsible for our own performance.
2. Develop pride in our work ... strive for personal excellence.
3. Exceed competition.
4. Do whatever we can to improve the performance of the entire company quality in all its services, so we can all say proudly,

GUARANTEED PERFECT BY NATIONAL MAGAZINE COMPANY, Div. of EBSCO Ind. Inc.

OCTOBER MEETINGS

Our first local meeting in which we have been invited to enjoy the company and program of our ADI colleagues, will be October 10. This will not be a dinner meeting and no reservations are required.

Our first chance to meet with colleagues occurs the week before, at the ADI meeting in Santa Monica. The Southern California chapter, Roy Linder, President, has arranged this program and welcomes all of us. ADI registration is not necessary for this meeting.

Our chapter's first nominal program is our joint meeting with CLA at the Los Angeles Biltmore, on Saturday, October 8, for lunch and speakers. It should be stressed that we are indebted to Doris Banks of Hughes Aircraft, a Southern California Chapter member, and general chairman of the CLA conference, for scheduling this program and for arranging for lunch and speakers. She has given our Chapter credit, but she had done all the work. Next year we must remember to reciprocate, since it is undoubtedly true that joint meetings can be much better planned by localizing and centralizing the authority.

Remember to tell Jeanne North if you expect to go -- you can cancel any time before Thursday, October 6 if you let her know in L.A.

WHAT CAN YOU DO WITH A CODLING MOTH?

or

Tell me, pretty maiden do,
Does Safeway have a Library too?

by

Barbara Jackman
Lib. Scribe

A library at Safeway? What can they possibly collect besides bins full of potatoes, cartons of eggs, and jars of jam? They collect books, that's what. Shelves and shelves of them - and pamphlets, magazines, reports and newsclippings. All of these by the thousands, mind you. It was a shocking discovery for me, non-industry-oriented as I was in April, to learn that the second largest food chain in the world (more than 1875 supermarkets in the U.S. as well as numbers of stores in Canada, Australia, England, Scotland and Western Germany) housed in its Administrative Office building in Oakland, more than 35,000 catalogued books and pamphlets, 225 vertical file drawers filled with government serial publications, annual corporate reports, regional information, maps, etcetera, etcetera. How fascinated I was, when as a prospective staff member of this unusual bookatorium, I was guided through the unique library by Isabella Frost, its manager. "We have one of the largest collections of food industry literature in the world" she told me, "Including hundreds of periodicals."

That was enough for me. I hoped I would get the position. And so I did. And here I am in the pleasant confines of Safeway Stores, Inc. library, gleanng more and more knowledge each day, not only about our company itself, but about the entire business and financial scene generally, and the food industry in particular.

At first, I was flabbergasted by questions from our borrowers such as: "Can you tell me what to do with codling moths?" Good grief, what can you do with a codling moth? Ordinary, garden-variety lawn moths, I know about, but codling moths, heavens! And greenhorn that I am in the field of entomology, I could not answer my inquirer off-hand. So I said in a professional tone over the telephone (hiding my insecurity well, I thought) "I'll call you right back, Mr. C."

"You can look up 'codling moths' in one of the USDA Agricultural Handbooks," said Betsy Williams, our reference librarian, heading me in the right direction.

'Codling Moths', page 32. Hmm. Interesting little creatures. They affect apple crops. And they arrive in broods. Like hens, no doubt. And what do you do to them? Why you kill them with azinphosmethyl, of course, silly! Live and learn I said to myself, and revealed this latest disclosure to my questioner with confidence.

One day I received a 3-week overdue book from one our men in the Prairie Provinces. Attached to the transmittal slip was the most curious excuse for tardiness I have ever heard of: "I'm sorry to be late. I was out on the prairie canning and freezing peas and did not return until August third." Another explanation for tardiness, this one from the San Francisco Division, went like this: "I'm sorry this book is late but my son ate the date slip." How's that for ingenuity?

A telephone conversation with fellow staff member Diane L. went this way:

"Has 'Tough-Minded Management' been returned this afternoon, Barbara?"

"No," I replied rummaging through the mountain of mail which had just arrived via supermarket cart.

" 'Would You Buy It?' by any chance?"

"Would I buy what?"

"I didn't ask you to buy anything."

It must have been a ridiculous question, from the tone of her answer.

"What are you talking about?" The whole thing was beginning to sound like dialogue from an old Abbott and Costello movie.

" 'Would You But It?' is the title of one of our 16 millimeter films," explained Diane wearily.

I hastened to the In-Box. Sure enough. The film had been returned, and from guess where? Why, from Safeway Foodstores, Ltd., Dunton Green, Sevenoaks, Kent, United Kingdom, no less. And a day early, too. Shocking!

"Can you write annotations?" I was asked. "Certainly," I replied with the authority of the Pope.

"Good. We need to issue a revised edition of our Management Bookshelf by next week when the Management Development Program begins," Isabella said cheerily.

"Phew!" I exclaimed. "Do I have to type the list too?" (I am a slow "type-writer.")

"Perhaps Earline will help when she finishes the subject-headings," she answered.

"Thank goodness," I mumbled, tackling the annotations with a vengeance. I had no idea there were so many available publications in the field of business, finance, management and, of course, the food industry. Writing those annotations was an education, believe me. I had been so long in the groves of academe that my view of other worlds was indeed clouded over. Until I joined the library staff, that is.

I stopped to think for a moment about some EDP material I was handling, and the effect computers, which are used in many Safeway sections, will eventually have even in our library. Imagine pressing a button and receiving the entire contents of Walkers Manual on a 1-inch square piece of film.

With the help of Judy, our, as yet, non-computerized clerk, I located volumes of data processing information. IBM, NCR, EDP, KWIC! It had been, initially speaking, Greek to me - except of course for IBM which I recognized, having only the day before processed its annual report for our files. At least now, I have a vague idea concerning what our data processing men are talking about when they mention the NCR 395 and the IBM 1401. For a while I thought perhaps they were giving stock quotations...But, enough of this gobbledygook.

Information needs of 70,000 Safeway employees are both broad and challenging. Our library provides many and varied services whether it be the translation of an Arabian birth certificate or data on the foreign and specialty foods which so many embassy personnel enjoy finding in our Safeway International in Washington, D.C. Or we can select facts concerning air shipments of merchandise flown from our store in Anchorage to customers in remote regions of Alaska each year. Whatever the inquiry, we try to provide facts and figures upon which to base sound decisions.

Whether our people are from bonny Scotland, fair Hawaii, or even San Francisco, 'the Paris of the West', we can supply them with produce guides which describe the care and storage of lychee nuts, lettuce or taro root. We can send a pamphlet on culling hens to our Egg Plant in Clackamas or we can provide a map of Melbourne for those traveling to our Australia Division. In fact...Just a minute, please. My telephone is ringing. Oh, Oh. It's that man about codling moths, again!

* * * * *

SWAP SHOP

Cramped for shelf space?

Need a missing issue to complete your back file of a journal?

If so, participate in our Chapter Duplicate Exchange. We would like to receive lists from as many libraries as possible; but you do not need to submit a list to reap the benefits.

The deadline date for lists of duplicates will be Monday, October 17. Please send 30 copies to the chairman, and, to save postage, please type lists single space, as compactly as possible.

Want lists need not be accompanied by offers. Mention should be made of how long material will be kept before being discarded. If any library finds it impossible to supply 30 copies, the chairman (OL 3-2100 X.526) will be glad to help.

Sets of lists will be sent to all contributors, and to any other libraries who request them by October 17. The chapter is paying postage for the lists. Libraries are responsible for refunding postage (in stamps of usable denomination - 5 cents or lower) for mailing of publications. To receive lists, send your name and address on a gummed label to:

Marilyn Johnson
Shell Development Co.
1400 53rd St.
Emeryville, California 94608

TENTATIVE MEETING SCHEDULE 1966-1967

October 8, Saturday noon.

Joint meeting with CLA at Annual Conference, Los Angeles.
"California at F.I.D.", a selection of papers represented.

October 10, Monday.

Joint Meeting with Bay Region chapter of American Documentation Institute, with speakers from the ADI convention, to be held at the California Academy of Sciences, San Francisco.

October 27, Thursday

Visit of the SLA President-Elect, Mrs. Elizabeth R. Usher, Art Reference Librarian of the Metropolitan Museum of Art.

November 30, Wednesday

Visit to the new library at Varian Associates, Palo Alto, with a program on library architecture and planning.

January 19, Thursday

Panel on library mechanization from the user's point of view, to be held in the East Bay area.

February 15, Wednesday

Patents, their use in research, new techniques in patent handling and acquisition, use of the patent depository at the Sunnyvale Public Library. Meeting to be held on the Peninsula.

March 23, Thursday

Department of Defense libraries in the Bay Area, their resources and services.

April

Joint meeting with the Bay Region chapter of the Medical Library Association, with discussion of new information handling methods.

May 17, Wednesday

Business meeting, to be held at World Trade Center, with visits to the World Trade Center Library and California Division of Mines Library.

Dates, places, and programs are subject to alteration or confirmation. Watch for regular meeting notices.

* * * * *

FEEL LIKE A CHANGE?

Employment chairman Lorraine Pratt has a listing of several available professional positions in various choice Western locations. You can obtain a copy of the list by sending an addressed envelope to her at Stanford Research Institute, Menlo Park.

THE CHAPTER AS PUBLISHER

If one believes in "publish or perish", then the San Francisco Bay Region Chapter is going to live forever! As of September 1966, we have two books in print, two in press, and one being evaluated for publication by SLA's national Non-Serial Publications Committee. This record, which many larger chapters would be proud to claim, shows what a hard-working, ambitious, professional group we are!

GERMAN CHEMICAL ABBREVIATIONS, ed. & comp. by Gabriele Wohlauser and Don Gholston, is not strictly a Chapter project as it was sponsored by the Chemistry Section, Sci-Tech Division. We can only claim the editors.

However, ACQUISITION OF SPECIAL MATERIALS (which has sold over 800 copies to date), is our very own. In its original format, it was a series of lectures developed by the chapter Education Committee and delivered through the medium of the University of California Extension Division. These lectures were published by the Chapter after being revised and up-dated through the efforts of the editor, Isabel Jackson.

The financial success of this publication simplified the problems of printing the UNION LIST OF PERIODICALS: SCIENCE-TECHNOLOGY-ECONOMICS. This eagerly awaited tome is in press and should be distributed at the end of October,

The Education Committee is also responsible for THE LIBRARY: AN INTRODUCTION FOR LIBRARY ASSISTANTS, which is now being published by SLA. The text, edited by Bill Petru, grew out of lectures given at the Workshop for Library Assistants in 1962 and 1964. THE LIBRARY will be available this winter and will be utilized as a required text for the forthcoming Workshop.

And the Education Committee marches on! The lectures from their last course Library Use of Computers, have been organized by Gloria Smith and Bob Meyer and submitted for possible publication by SLA. Decision on this will be made in October.

It is hoped that our members are rallying to the support of the Publications Committee (national and chapter) and have placed orders for all of these invaluable items.

Martha W. West
Publications Chairman

* * * * *

COME FLY WITH US

.... is the invitation of travel-minded librarians who plan two tours for SLA members after the 1968 Convention in Los Angeles. If you are interested in a tour of the Orient (for \$1009.18) or Around the World (for 1531.68) - and if you can plan that far ahead - please contact Alice Anderson, Raytheon Co., Wayland, Massachusetts for more information.

SPECIAL LIBRARIES ASSOCIATION, SAN FRANCISCO BAY REGION CHAPTER
MEETING OF EXECUTIVE BOARD AND ADVISORY COUNCIL, JUNE 29, 1966

The joint meeting of the old and new executive boards and advisory councils was called to order at 4:30 p.m. on Wednesday, June 29, 1966 by the outgoing president, Bruce Yerke. The meeting was held at the Men's Faculty Club on the University of California campus in Berkeley.

President Yerke announced that the Chapter's request for a loan of \$2,000 to be used to publish the union list of serials had been approved by the SLA Board of Directors and that a \$2,000 check was on its way to the chapter treasurer. He then turned the meeting over to the new president, Mrs. Jeanne North.

Mrs. North announced her committee appointments and introduced those chairmen who were present. She asked for the guidance and advice of the old board and council as well as of the new board and council.

She requested opinions on the suggestion of having one advertiser sponsor a complete issue of the chapter bulletin. It was suggested that this might be done for four bulletin issues and that the two remaining bulletin issues could contain advertisements from all other advertisers. It was further suggested that advertisements be eliminated from the mailing address page of the bulletin and that, to raise additional chapter funds, advertisements be put in the chapter directory. After discussion of all suggestions, Miss Phyllis Browning, the advertising manager for the bulletin, was asked to study their possibilities.

Jeanne North then invited discussion about meeting programs, and, in particular, the visit of the national President-Elect, Mrs. Elizabeth Usher, which has been requested (by Mrs. Usher) for October and which may lead to programming conflicts. There was brief discussion on this and other meeting considerations, such as, which day of the week is best for meetings (there was no choice for any particular day) and whether there should be meetings without dinners.

The last item discussed was the recruitment program. Should the tea be held later in the year than September? Is it of value? What possibilities are there of having one meeting program a year that would be of direct interest to students? Should there be more than one tea a year? It was decided that it would be left to the recruitment chairman to determine these matters.

Final business of the evening was passing out procedure manuals to new officers and chairman and up-dating the old manuals.

The meeting adjourned at 6:15 p.m.

Marion Wickline

July 5, 1966

SPECIAL LIBRARIES ASSOCIATION, SAN FRANCISCO BAY REGION CHAPTER
MEETING OF EXECUTIVE BOARD AND ADVISORY COUNCIL, AUGUST 31, 1966

The meeting got underway at 8:00 p.m. at the Castaway restaurant in San Mateo. Jeanne North, Chapter President, presided and announced that the check for the \$2000 loan from the Association to aid our publications fund had been duly received. But because of the money already received from the sales of our publication, Acquisition of Special Materials, the \$2000 was not needed and the check was returned to the Association. A congratulatory note was received from the Association headquarters.

Mrs. North requested progress reports from committee chairmen.

Martha West reported that 777 copies of Acquisition of Special Materials have been sold, there is \$3100 in the publications fund, and 105 advance orders have been received for our Union List which will appear at the end of October. The computer lectures have been sent to the Non-Serials Publications Committee for consideration as an Association publication. The San Francisco Chapter is responsible for five publications, finished during the last year or currently in progress: the German abbreviations dictionary by H. Gholston and G. Wohlaue, the Acquisition of Special Materials, the lectures from the library assistants' workshop, the computer lectures, and the Union List.

Mark Baer announced the dissolution of the Union List of Serials Publications Committee. He said that Stacey's will store and distribute the Union List for the price of the postage.

Mrs. North said that she is required to make a report to national headquarters on the status of project funds which, in our case, are our education and publications funds.

Gwyneth Heynes reported that it is still planned to have a sponsor for each of the five chapter bulletin issues. Four pages in each bulletin will be offered to the sponsor and there will be an acknowledgement on the first page of the bulletin. The first issue of the bulletin will be out the last week in September.

Phyllis Browning said that four issues of the bulletin have been definitely sponsored. The sponsors are, in order of bulletin issue, National Magazine Company, Tolos, Foster and Futernick, and Stacey's. Some companies who had been approached to be sponsors objected to the plan because they wanted continual appearance in the bulletin through the year rather than only one "big splash." It was agreed that we are committed to the sponsor policy for this year. Next year we may want to reconsider it and to consider increasing the cost of advertisements. It was suggested that written contracts be obtained from the sponsors.

Barbara Ivantcho presented a tentative program schedule for the chapter meetings and Alyce Mackin discussed location possibilities. There was considerable discussion about the planned meeting with the SLA President-Elect, Mrs. Elizabeth Usher. Jeanne North felt that this would be a good opportunity to diversify our program subject areas by having this meeting at a museum. Mrs. Mackin will investigate the possibilities of the DeYoung Museum and the Palace of the Legion of Honor. She has already been turned down by the San Francisco Museum of Art.

Marilyn Johnson's report, as Duplicate Exchange Committee Chairman, was given by Jeanne North. There was discussion of Martha West's suggestion that the duplicate exchange lists not be distributed free but sold for \$1.00 a year. It was decided to turn this suggestion over to Marilyn for later consideration.

Jeanne North reported that the H. W. Wilson award will be given annually but it will cover chapter projects carried on over a two year period. For this year the award is to go to the chapter which best identifies its objectives and carries these objectives to fruition. Mark Baer said that he felt that our chapter should enter the contest when it already ties in with our plans and objectives. Jeanne North offered the suggestion that our chapter objective might be what she referred to as "library dialogue". She said that our meetings have been with librarians inside and outside of SLA and this gives us new and different ideas and allows us to see types of librarianship outside our own fields.

This year CLA and ADI have overlapping, annual meetings in Southern California. There will be a joint meeting between our Southern California chapter and the ADI and a joint SLA-CLA meeting, Jeanne North reported. Doris Banks of Hughes Aircraft, general chairman of the CLA conference, has done the planning and correspondence to schedule a luncheon and speaker on Saturday, October 8, in which our chapter is listed as co-sponsor.

Ted Phillips, for Marjorie Griffin, asked what our members understood the function of the consultation service to be. What is the function of the certified professional consultant? What is the relationship between the certified professional consultants and our chapter consultant? What do our chapter members do when they are approached by companies not having libraries and wanting information on how to establish a library? It was stated that SLA's consultation services are not sufficiently understood. It is urgent that there be improvement because commercial organizations are entering this field. They may not do the kind of job we want done and they may even give the public misleading ideas about special librarianship.

Ted Phillips reported that the Recruitment Committee hopes to have a "coffee klatch" or other event for UC students in November and again in the spring. He will appreciate suggestions for these events.

Margaret Uridge reported, for the Education Committee, that they are working on publications plans for the computer lectures (see Martha West's report above). They are planning a workshop for library assistants on January 25-27 at the University of San Francisco and hope to use the 1964 workshop lectures publication as a text. Margaret Rocq and Eleanor Alexander are coordinating the details for the workshop. The work at the University of California on the report on continuing education in librarianship has bogged down. Several California junior colleges are offering library technician courses but UC has not been "sold" on this idea yet.

Lorraine Pratt reported that, as Employment Chairman, she has had 37 registered applicants since the middle of June which is at about the same rate as in the last few months, that is, 17 or 18 a month. She had 35 listed now. She has had 25 positions listed since the middle of June. She believes that there has been one placement through her efforts. She will make a list of job openings and the availability of the list will be announced in the chapter bulletin.

Jeanne North requested suggestions for the SLA Hall of Fame and the Professional Award. She said that the Texas Chapter has requested information on our procedures in making the 1963 salary survey. Lorraine Pratt, who was chairman of the survey committee, will look into this. As the last item of business, Jeanne announced that post-convention tours, including a world tour, are being arranged for the 1968 Los Angeles convention.

The meeting adjourned at 11:00 p.m.

Marion Wickline
September 6, 1966

INTRODUCTION TO STATE INFORMATION SOURCES

(condensed from Ruth Elwonger's talk at the April 28 meeting of SLA)

Theoretically, the approach to understanding the information sources of any government is first to study its organization charts and familiarize yourself with its organization. However, the State of California is not an organization in any sense of the work - as Standard Oil is an organization, for example.

California State Government includes many huge and complex systems, and most people on the outside do not realize the tremendous scope of State services and the ramifications of its autonomous parts. To simplify matters two of these systems, the University of California and the State colleges will not be considered here.

Two general questions frequently arise. First, is there a master list of all the statistical data produced by the State? Second, is there an overall list and summary of research projects underway and completed by the State? The answer to both questions is "No".

I plan to deal mainly with unpublished sources of information, but before anyone can search for unpublished data it is obviously necessary to know what is available in published form. Two publications are indispensable guides to published information.

- 1) California State Publications is issued monthly with an annual cumulation by the State Library under contract with the State Printer. It is the only general listing of what is available; although incomplete, it is a start, and is a service which could be much improved with additional staffing. This list is the means by which you can trace, and learn how to obtain, for instance, the reports and proceedings issued by those elusive and numerous Governor's Commissions, conferences and committees.
- 2) California Statistical Abstract contains a big collection of retrospective material and figures on subjects of basic interest. And its index is an excellent subject approach to the major statistical publications of the State.

In addition many agencies issue price lists or lists of available publications which are a useful source of information concerning agency publications.

The material which I have compiled on unpublished information sources can be presented in the form of answers to five questions: How much unpublished material exists?; What does it include?; How do I learn about it?; To what extent is it available?; How can I get it?

HOW MUCH UNPUBLISHED DATA EXISTS?

Agencies collect a fantastic amount of data, and are vast reservoirs of information which is never published, sometimes never seen. Some of the data ground by today's computers is used in the main, or reporting document of an agency, some is used for administrative purposes, and some is probably never used. Librarians should realize that they are not seeing the whole picture when they consider the published document.

WHAT DOES THIS UNPUBLISHED MATERIAL INCLUDE?

Unpublished statistics are retained by several agencies where there is insufficient demand to warrant their publication. For example, the Department of Industrial Relations has a lot of unpublished information on work injuries and on many specific subjects as well, like the figures on the practice in industry of payment for jury duty. And at back of the unpublished statistics are the raw data and the raw sources on which the statistics are based.

Machine print-outs are another type of unpublished data. One such print-out from the Population Studies Section of the Department of Finance gives an extremely detailed census of Amador County with housing characteristics, population characteristics and personal characteristics. Such studies as this will never be published and must be consulted in the Agency's office in Sacramento.

Files on Cards are maintained by many state agencies. These files, which are interesting and varied, are for public use and are sometimes sold by the agency. The Department of Employment, for instance, sells its lists of employers (arranged by county) which give unemployment insurance tax rates and industrial classification codes. The lists include 350,000 items.

The Department of Motor Vehicles sells drivers' records to insurance companies for 35 cents each (you can get your own free).

The Secretary of State maintains a card file on all the corporations licensed to do business in California. Copies of the actual articles of incorporation are available at 30 cents per page.

"Borderline" publications as they are called at the State Library are processed or printed but are not publications in the sense of being available to the public. Addresses and minutes often contain important information. Printed studies done by research contractors are often not available, even to the State Library.

Confidential reports in unknown but probably extremely large numbers, make up the State's unpublished material. These may be destroyed or may sometimes reach State Archives.

HOW DO I LEARN ABOUT THIS UNPUBLISHED MATERIAL?

The access road may be a publication, a person, or a library. California State Publications and the Statistical Abstract, publications previously mentioned, frequently indicate the agency to approach for unpublished material.

Regular publications of particular agencies, such as the California Health Statistical Report, or the State Budget can also provide clues.

Persons who can serve as information sources can be traced through the latest edition of the State telephone book. It costs a dollar, has an alphabetical listing and a classified section which represents the up-to-date State Organization manual, being published semi-annually.

The information officer of a State Agency is generally able to direct inquiries to the proper source within the agency. There are 71 information officers in the State.

The head of the agency's research division could be contacted for information about major programs, or the management analyst (if the department has one) is a good person to contact if material is known to be on tape or cards.

The directors office of the agency you think most likely to have the information you need, is the best shot for those completely in the dark.

The Special Libraries of the State can often assist in locating unpublished data.

TO WHAT EXTENT IS UNPUBLISHED DATA AVAILABLE?

The existing law recognizes no basic right on the part of the citizen to inspect public records but a bill was introduced in the 1965 session of the State Assembly, and will be reintroduced in 1967, which will open all public records, with the exceptions spelled out.

At present, agencies sometimes withhold records from the public for statutory reasons, sometimes on the agency's own decision.

Xerography and other photocopying methods make it possible for an agency to fulfill requests with less difficulty than formerly, unless the desired information is on tapes.

In the last analysis, it depends upon the agency, many of which, such as the Division of Highways, Justice, Banking and Insurance do not make information available because of its confidential nature or their workload burdens. Other agencies make many special purpose reports.

The only way to find out if unpublished information is available is to ask.

HOW CAN I OBTAIN UNPUBLISHED DATA AND INFORMATION?

Librarians should determine who does what in their area of interest. For example technical librarians should become acquainted with the kind of research and testup done by State laboratories. It is also a good idea to determine which person can be a good source of accurate information when it is needed.

If possible, you should visit the agencies operating in your field of interest. By doing so you may learn some of the factors that influence the reliability of an agency's statistics.

A personal visit may enable you to get on mailing lists for material which is not included on the agency's full mailing list, such as the borderline publications discussed earlier. The Department of Insurance's "Monthly Report to the Governor" for example, points up current problems of the business and is an excellent way to gain tips on industry affairs. It is available on special request.

When requesting information, it is important to have a clear idea of what you are asking for, and to include in your request the background of the inquiry. The agency may then be able to do something with the data on hand to answer your question or it can say "These are the figures, but they must be given this peculiar twist to meet your problem".

You now have a picture of State Information Sources. Ultimately you will have to piece together a mosaic of your own, including not only the big agencies working in your field but also the commission that comes and goes at the end of a two year period; the improbable office in the improbable agency; and the one-day conference which has no funds to publish anything at all, but may give you the name of a person who has the information you need.

MEMBERSHIP CHANGES JULY 1966

NEW MEMBER

Hunt, Mrs. Virginia B. VI-S
192 W. Hillsdale Blvd.
San Mateo, 94403

Jensen, Miss Marilyn A. 20M-V
Ln., World Affairs Council
of N. Calif.
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San Francisco. 94108

Kennedy, Miss Jean C. 20-VI-S
1101 Francisco St.
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Kronberger, Mrs. Daisy W, 20HIII
1233 Norizga St.
San Francisco, Calif. 94122

Kronberger, Mr. Thomas 20MghIV
1233 Norizga St.
San Francisco, Calif. 94122

Newton, Mrs. Phyllis M. 20LbIII
933 Gregory Place
Davis, 95616

Silversher, Mrs. Gladys R. 20LjV
1073 B Tanland Drive
Palo Alto, 94303

Wu, Miss Ida P. Y. 20-VI
443 East St. James
San Jose, 95112

TRANSFER-IN

Manzer, Mr. Bruce M. LaIII
1144 Catalina Dr., Apt. 3
Livermore, 94550

ADDRESS CHANGES

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Dir. Tech. Info. Services
401 Broadway
Redwood City, 94063

Baer, Mr. Mark H. L-III
Libraries Manager
Hewlett-Packard
1501 Page Mill Road
Palo Alto, 94304

Bruguera, Mr. Jorge
3414 Kenneth Dr.
Palo Alto, Calif. 94303

ADDRESS CHANGES (cont'd)

Craig, Mrs. Margaret M.
Librarian
Biology Libraries
Stanford University
Stanford, California 94305

Handley, Mrs. Mary T. 20/21 RIII
7533 Golf Links Road
Tucson, 85710

Hoefler, Mrs. Barbara B. 20BIII
1427 Alexander St. Apt. 207
Honolulu, Hawaii 96822

Headley, Miss Ava Dell 20LbIII
Ln., Tech. Ref. Library
USACDCEC
Fort Ord, Calif. 93941

O'Donnell, Marian C. 20LjIV
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San Francisco 94123

Petru, William C. 20TIII
Tech. Processes Ln.
Hewlett-Packard
1501 Page Mill Road
Palo Alto 94304

Roberts, Justine 20BV
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818 South Euclid
St. Louis, Missouri 63110

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415 W. Richmond Ave. 20LdIII
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653 Penitencia St.
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1400 53rd St.
Emeryville 94608

REINSTATE

Gieffer, Gerald J. LbIII
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Univ. of California
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(See under address changes)

Pooler, Mr. Jack
(Already in Directory)

Walker, Miss Winona W. BILL
1434 Loeffler Lane, Apt. 5
Concord 94521

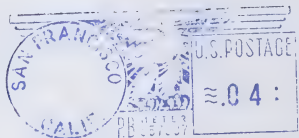
DROP FROM MEMBERSHIP

Barrier, Miss Catherine F.
Brubacker, Mrs. Margaret D.
Lum, Miss Marilyn
Ong, Mrs. Nancy J.
Ramsey, Mr. Jack
Stachura, Mrs. Irene A.
Whitney, Mrs. Josephine J.

GEO-SCIENCE INFORMATION SOCIETY

..... a recently-formed group,
will meet on November 16 at the
San Francisco Hilton. We're told
that their theme will be library
mechanization. Contact Eleanor
Wilkins at 325-6761 for more
information.

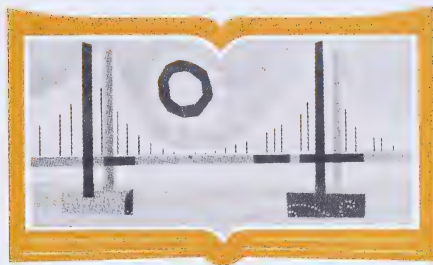
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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

November, 1966

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This issue of the Bulletin is sponsored by Perry G. Davis, Bookbinding, 1308 Rollins Road, Burlingame.

Visit from Mrs. Elizabeth Usher, SLA Vice-President, on Oct. 27-28

Because Mrs. Usher is Chief of the Art Reference Library, Metropolitan Museum of Art, it seemed appropriate to plan a museum meeting. Alyce Mackin arranged with the deYoung Museum for a reception in the Brundage Wing, and Barbara Ivantcho obtained Prof. John D. LaPlante of Stanford for a lecture on the Brundage Collection. Some friends of SLA in academic and public libraries were given special invitations, and all Chapter members were urged to bring guests to meet Mrs. Usher and enjoy the special showing and lecture in her honor. Over 160 members and friends attended.

For members to hear Mrs. Usher's Vice-Presidential message, we held two luncheons. Many downtown members attended the one at Bardelli's Restaurant, arranged by Elizabeth Guethlein and chaired by Bruce Yerke. The Friday luncheon at Rickey's in Palo Alto, chaired by Mark Baer, was also well attended. At each luncheon Mrs. Usher spoke of the importance of recruitment and of the various contacts by which we influence people for or against the profession. She also spoke of unused opportunities for recruitment to SLA membership. Discussion of implementation followed.

Outside these formal meetings, and a dinner with the Board, Mrs. Usher saw museums and libraries. Irene Simpson showed her the Wells Fargo History Room and the Palace of the Legion of Honor. At Stanford Ken Glazier displayed Himmler's diary and Hitler's appointment books. In Los Gatos Marjorie Griffin showed the IBM computer-processed library. Martha West drove Mrs. Usher to visit friends, Alleen Thompson arranged a small dinner, and Elizabeth Roth escorted her to the airport.

Thus, many of us had an enjoyable visit with our next SLA President, and had occasion to get together with non-SLA colleagues, and, using Mrs. Usher's attractive picture, got good newspaper publicity. We sincerely wish every Vice-President could pay us a visit.

Jeanne B. North

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Mrs. Constance D. Watson

Chapter members were saddened to hear of the death of Mrs. Watson in a highway accident on November 12.

A native of Vancouver, B.C., Mrs. Watson had graduated from the University of British Columbia, later receiving her LSBA from the University of Washington. After holding library positions in Vancouver, Juneau, Tulsa, in Texas, and Oregon, Mrs. Watson came to the University of California Radiation Laboratory at Berkeley in 1951. From 1954-56 she was Corporate Librarian at Crown Zellerbach, and in 1956 became Librarian at Lick Observatory on Mount Hamilton. She and her family had recently moved to 571 Eureka Canyon Road in Watsonville. She is survived by her husband, Rulon E. Watson.

Connie Watson had many professional friends in her years here. In her usual cooperative and thorough way, she had contributed this last year an exhaustive list of holdings to the Chapter Union List, so many not all of them could be included.

In her memory, the Chapter has sent a contribution to the SLA Scholarship Fund.

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THE COMBINED FILE SEARCH SYSTEM

A Case Study of System Design for Information Retrieval

I. A. Warheit

Presented at 1965 FID Congress, Washington, D.C. and again at the CLA-SLA-ADI meeting in Los Angeles, October 1966.

[Dr. Warheit, in granting permission to print this paper, emphasizes that it was presented to computer people and therefore contains some computerese jargon, as well as many basic concepts which are already familiar to librarians.

The paper can be of considerable use to librarians if it is viewed as an example of the way in which the computer-oriented people must be guided so that they can produce the programs and hardware necessary for the kind of information retrieval system which librarians need. The program described in the paper is already being used by (among others) Engineering Index, ASM, URBANDOC and the Food and Drug Administration.

Editor]

fully developed computer program for information storage and retrieval is a large and complicated affair. The individual parts may not be very complex but the total program comprised of many elements represents a large amount of effort. If one adds to this the cost of setting up an index or a classification scheme, it is not surprising that many would-be-users of information retrieval systems hesitate to make this large investment, especially when the real value of an information storage and retrieval system has not been proven. In addition, there seem to be few if any firm guidelines to setting up and operating a retrieval program. Most operating systems seem to be tailor-made for the specific application and there is little that can be transferred to another situation. Therefore, although everyone seemingly supports the idea of having and using a computerized information storage and retrieval system, actually very few have undertaken the large effort that is necessary to build such a system.

Where a program is simple and straightforward and where the inputs require no special preparation such as indexing, then the whole system is apparently independent of a specific application, and the program finds wide acceptance. The KWIC (Key-Word-in-Context) program is a striking example of an information storage and retrieval or ISR system that is finding wide utilization because essentially it is easy to apply.

Could it be possible, therefore, as in the case of KWIC, to design a generalized ISR system that might find wide application, and be easy to install and operate. As a rule, the librarians have said yes but the computer people have said no. This is understandable since the former speak primarily as users of the system while the programmers and systems engineers are concerned with designing and building the system.

Librarians, however, have for many years been users of essentially the same manual systems for a great variety of disciplines and applications. If one ignores the

actual subject headings employed, there are surprisingly few really basic differences between the various indexing and abstracting journals, between the indexes of various compendia, between directories and so on. And yet, if one examines the various computer programs for information retrieval, none are compatible with each other and only rarely is one employed for more than a single application.

Since the human being is extremely flexible and easily adapts himself to the requirements of a situation, he is not troubled by minor variations in the different manual systems that he employs. The machine, of course, prefers to keep things uniform and precise and it is easily frustrated by seemingly minor variations. It is not surprising, therefore, that computer people are extremely conscious of the differences between systems, whereas people who use manual systems, overlook what seems to them to be trivial differences.

Therefore, if one wants to construct a generalized computer ISR program it would be well to examine a number of ISR applications from the viewpoint of machine operation. If a major proportion of these applications are fundamentally alike, then a generalized program could be designed. And with the availability of such a program, the burden of implementing a computerized retrieval system would be greatly eased.

A number of existing and proposed ISR systems are therefore investigated and the input, file and search requirements examined. The common characteristics that most of them seemed to share became criteria around which a machine program was built. The various systems also had special, individual characteristics and requirements which had to be met. Even though all of these special requirements could not be provided for in the first version of the basic program, the capability of making such necessary additions had to be built in.

Sample

As the samples of the various operating systems were gathered, they all proved to be library and indexing applications which were concerned primarily with document retrieval. Few if any arithmetic operators were employed other than to identify dates. Also, all these systems were based on texts which were made up of lexical material and the indexing was derived from the words of documents. In order to provide greater applicability and be able to do data retrieval in addition to the more usual document retrieval, it was decided also to include an engineering drawing application where the lexical material would be at a minimum and where numbers would be an important element of any index. The former-the absence of lexical material-would require special indexing techniques and the latter-the presence of numbers-would require the extensive use of arithmetic operators.

Size

All information retrieval files were large. Some started quite small and had the intention of becoming extensive, but purging was never properly done or could not be carried out. Furthermore, small files usually had little need for elaborate systems in order to exploit them, whereas the larger the file, the greater was the need for special mechanisms. Thus the system has to be completely open-ended as to file size.

Response Time

All existing computer-based ISR systems operated in a batch-sequential mode. There were no on-line systems. (Today there is project MAC at MIT.) On the other hand, all manual systems, except for their publication functions, were essentially on-line systems which tried to respond to demands as they were made. In fact, every mechanized system was backed up by a manual system, even if it were merely in the form of printouts, in order to take care of real time requests. Even more ironical was the fact that the manual systems, in almost every instance, took care of the majority of the requests. In other words, the mechanized system was, in effect, an auxiliary to be used only for special tasks. This was due in the main to two things: response time and completeness of file. The computer systems were new and some of them did not as yet have complete files, and so manual files had to be used. Except for a few experimental operations, all computer applications used magnetic tape and therefore operated in a serial-sequential mode. This has given rise to the librarians' sarcastic comment that the computer was still in the age of the scroll rather than the book. In essence then, the necessary functions of storing retrieving and processing were not carried out when the need arose but were dictated by the computer schedule and operating mode.

A service that is not able to respond when it is needed will not be used very much.

Records

The records themselves varied greatly. No single format, no single record length as acceptable for everyone. There were many instances in machine systems where for an individual application each record was fitted into a procrustean bed and held to rigid formats and lengths. No one was very happy with this even though it meant efficient machine operation.

Similarly, inquiry formatting too often was extremely restrictive. The general inquirer, in practically every case, had to have his open language question translated into special codes to make it machine acceptable. This usually went far beyond the normal formatting for punched card inputs and required the use of special notation and so-called "machine language." Such an approach would greatly impede if not doom the hope and dream that someday the inquirer would be able to interrogate the file directly through a terminal. Without real natural language capability there would be no effective impedance match in the man-machine relationship.

Search Strategy

Search strategy requirements were also extremely variable although all the necessary capabilities were generally not provided for. Boolean search, sequential search, hierarchical chaining, in fact chaining for all types as well as various combinations of all these techniques are routinely employed in manual systems and are needed in machine systems. Too often, though, the machine system had only a limited capability.

Activity

File activity for searches and lookup was low and erratic. Input activity was high. In other words, a large amount of material was being processed continuously whereas the number of requests were relatively very low, certainly not enough to keep even the smallest computer busy. Most retrieval systems, however, did have a scheduled compilation-publication activity that periodically did require appreciable machine time.

Program Design

As a result of this investigation of information systems, it became quite obvious

that there were a large number of ISR applications that had basically the same characteristics and therefore a generalized program could be designed for them. The program, however, had to be able to do the following:

It had to be able to work with open language but provide the necessary dictionary controls.

Variable record lengths had to be acceptable.

No size limit could be imposed on the file itself.

File organization and search strategy had to be such that real time response would not be restricted.

The program had to be capable of operating on a small processor (CPU) no matter what the size of the file.

The individual components of the file maintenance and the search had to be distinct, independent phases. In other words, the individual programs had to be modular, unencumbered by the logic of other functions, so that there could be full flexibility and adaptability for many different demands and requirements. This modularity would also make it possible to handle a variety of searches either simultaneously or in a sense co-mingled but independently as would be expected, for example, from a number of on-line terminals.

Implementation

With these broad criteria in mind, a basic program called the Combined File Search System (CFSS) was written for the IBM 1401. Although this first version of the program was for a tape system, in the absence of direct access devices such as disk files it could not provide real time response or fully implemented hierarchical search capability, the file organization was such that transfer to direct access devices would involve the least amount of effort. It was necessary to start with a tape version and with the smallest practical computer-IBM 1401 with 8K core, 4 tapes-because for many users this was all that was available. Today, with the greater availability and rapidly decreasing cost of direct access devices, some users are planning to transfer to real time systems.

The actual system consists of three files: A Dictionary File, A Master File and an Inverter Descriptor File.

The Master File record is made up of two main components, one component being searchable information and the other being the textual information. The latter is available for reporting but not for interrogation.

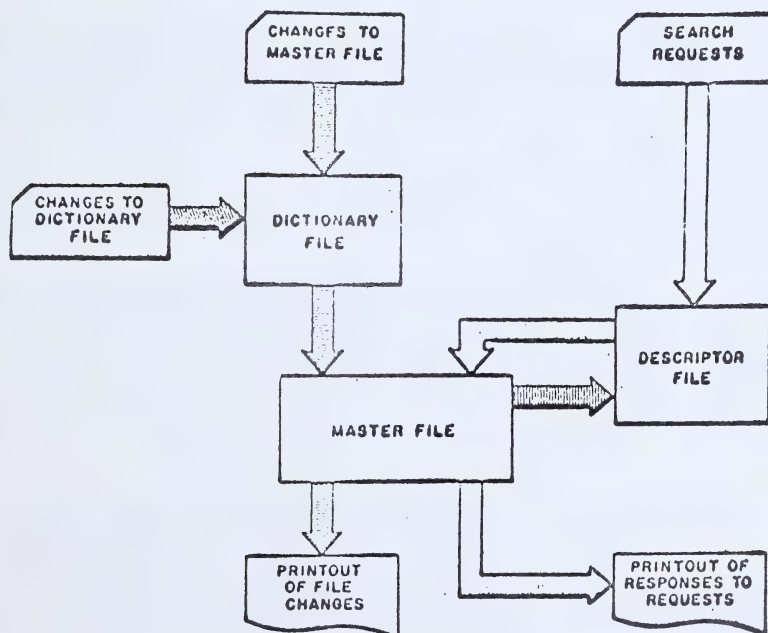
The searchable section is made up of descriptor, subdescriptors, and modifiers required. These may be literal terms, numerical values, codes and the like. The size of the searchable section is limited by the available core space. In an 8K system there is a limit of 99 descriptors to a single record and a limit of subdescriptors for a single descriptor, provided the total number of characters do not exceed 2200. The Master File is unformatted in the sense that neither content nor order of descriptors in a record are restricted and there need be no correspondence of descriptor content or order between records.

The textual portion of the file record may be segmented. These segments may be up to 2200 characters in length each and up to 99 segments per record. Search requests have the option of specifying which segments are desired in the output of selected items.

When a record is inputted into the system it first passes through the Dictionary File (or authority list) where the individual terms that are the descriptors and subdescriptors of the searchable portion of the record are first validated. A

Unauthorized terms, key punch errors and the like are rejected. Listed "see" or "use" references, however, are automatically converted to the correct terms. The record then enters into the Master File. From the Master File the search terms and the address of the record are extracted by the machine and posted on the inverted Descriptor File.

There have been systems which have tried to maintain separately two independent files - a serial file frequently got out of phase. Changes made in one file were sometimes not reflected in the other file. To avoid this the Combined File Search System provides only one input channel to the system and all subsequent file maintenance is controlled by the machine. The Master File and the Descriptor File are set up and edited by the computer without operator intervention.



FILES AND MAIN FUNCTIONS OF THE COMBINED FILE SEARCH SYSTEM

The search technique is a combination of coordinate index search and serial search. For each search request the list of addresses for the request descriptors are obtained from the Descriptor File. The necessary comparisons and other Boolean operations are performed and a list of candidate items are obtained. It is now possible to go to the Master File and examine only that limited list of items with respect to all descriptors in the search request. Thus the actual search is performed on the Master File; the Descriptor File is essentially a tool for reducing the scope of that search. Actually of course, in some applications the search can be considered complete and terminated after the Descriptor File search. Or conversely, the Descriptor File search can be bypassed and purely serial search of the Master File undertaken.

It is not our purpose here, however, nor do we have the time to describe the C system in any detail. This information is available elsewhere. Our purpose is to show how by analyzing the basic elements of existing information storage and retrieval systems, an efficient generalized operating system could be constructed.

CFSS became operational in June, 1964. Since that time it has been successfully used for a variety of applications including medical information, drug control engineering drawings and engineering publications, metals information, research contracts, traffic and shipping rates. It is also under consideration for other additional applications.

Thus, a general purpose information storage and retrieval program has been constructed which can handle a great variety of applications and special problems. It has proven to be efficient and economical, requiring only the minimum of computer size. All commonly used search options are available as well as a number of special options. It is flexible with respect to file growth and to graduation into future systems.

* * * * *

POSTSCRIPT TO SLA/ADI MEETING

Attendees at the October 10 ADI/SLA meeting will remember that there was some discussion of descriptive cataloging information for mechanized systems. As a footnote to the discussion Gloria Smith supplies the following reference:

Descriptive cataloging guide. USAEC Division of Technical Ext.
Oak Ridge, Tenn. July 1966 79 pp. (TID-4577 Rev. 2.)
Available from Clearinghouse for Federal Scientific and Technical
information. Springfield, Va. 22151 at \$1.00.

The report describes the bibliographic conventions and practices, used by DTIC descriptive catalogers, which are followed in keyboarding input on Friden SPG Flexowriters to produce repro copy for Nuclear Science Abstracts and magnetic tape for computer searching. It should be particularly helpful for people who wish to make their cataloging practices compatible with those of AEC, and it will also be interesting and enlightening reading for any of us who are preparing for mechanization.

* * * * *

HEAD FOR A TROPICAL ISLAND

... if you feel like getting away from it all. But you'd better wait and take advantage of the Post SLA convention tour rates. For an 8 day tour to Grand Bahama Island, with all kinds of frills, the cost is \$129.00 plus \$9.00 tax and tips. There'll be more information with the convention literature to be mailed in January but questions may be addressed to Robert M. Brod Librarian; Donaldson, Lufkin and Jenrette Inc., One Whitehall St., New York.

THE CALIFORNIA MEDICAL ASSOCIATION LIBRARY

[Having jumped to the erroneous conclusion that the CMA library was a conventional medical library, I am grateful to Jean Chadwick for setting me straight about its true function. Here is her explanation of what their library really is, truly "special".

Editor]

In 1959, when the California Medical Association decided it needed a research department, its first move was to hire a librarian. The librarian, asked to start a library in the socio-economics of medical care (that is, the quality, availability, and payment of medical services from the patients' point of view) could find no existing collection to use as a guide, although she visited the most comparable collections in Chicago and New York. Since then, several libraries, or special collections within existing libraries, have entered the field and the CMA Library is no longer unique.

The collection today includes 3500 monographs and 275 periodicals. By continuous weeding, the entire collection is kept current; two years is the usual time limit, with only a few exceptions. The largest single source for the material is the U.S. Government, with the California State Government a close second. The subjects covered include public health, mental health, health manpower, health insurance, Medicare, continuing medical education, and health care for special groups, such as the aged, migrant workers, and rural dwellers.

The library's services are reserved to the membership of the CMA, and even then only indirectly, through the lay staff headquartered at 693 Sutter Street, San Francisco. Physical space is so restricted that cooperation with other libraries is limited to interlibrary loan and telephone ready reference services.

The librarian is Jean Chadwick, assisted by Marjorie West.

* * * * *

THIRD BAY REGION WORKSHOP FOR LIBRARY ASSISTANTS

Plans are being formulated for the presentation of the 3rd Workshop for Library Assistants at the University of San Francisco, Thursday and Friday, January 27th and 28th, 1967. The Library Science Program of USF will be the Cosponsor. Chapter Members will again be the lecturers.

Formal announcements and registration blanks will be mailed to libraries before Christmas. Mark the date on your calendar and note the fee, \$35.00 per enrollee. This will include a copy of the 1964 lectures now being published by S.L.A., as well as the luncheon and coffees each day.

SOLEMN THOUGHTS ON THE SECOND INDUSTRIAL REVOLUTION

BY S. I. Hayakawa

In each insurance company, in every bank and store,
Are filing clerks and billing clerks and typists by the score;
The work that all these people do will one day disappear
in ERMA systems tended by a lonely engineer.

(But they'll never mechanize me - not me!
Said Charlotte, the Louisville harlot.)

While former auto workers try to fill their empty days,
The automated auto-plant will turn out Chevrolets;
With automatic pilots landing jet planes on the strip,
The present men who guide them will not need to take the trip.

(But how can they automate me? Goodness me!
Asked Millie, the call girl from Philly.)

Who'll keep the inventory up, who'll order the supplies
Of paper towels, linens, iron pipe, or railroad ties?
Executives now do this with a steno and a phone,
But big computers soon will make decisions all alone.

(They cannot cybernate me, tee hee!
Laughed Alice, the hooker from Dallas.)

Machines will teach our children how to read and add and spell;
Because they've lots of patience, they will do it very well.
If business men and managers are not on the alert,
Their functions will be taken on by CPM and PERT.

(I'll never be coded in FORTRAN - wheee!
Cried Susie, the Hackensack floozie.)

Chorus of Charlotte, Millie, Alice, and Susie!

The future will be like the past
despite all dire foreseeings;
We stoutly shall defend the human
use of human beings.

These "solemn thoughts" first appeared in San Francisco State's "ETC:
a review of general semantics". Vol. XXIII, No. 1. March 1966. We print
them here with the kind permission of Dr. Hayakawa.

DIRECTORY CHANGES OCTOBER 1966

NEW MEMBERS

Ken, Mr. Hyman
330 Kennedy St.
Livermore, Calif. 94550

Gott, Mr. Louis I. Jr., Ln. 20LbV
Tech. Library
International Engineering Co., Inc.
4 New Montgomery St.
San Francisco, Calif. 94105

absay, Mr. David, Director 20-IV
Santa Rosa-Sonoma County Public Library
07 Exchange Ave.
Santa Rosa, Calif. 95401

TRANSFER IN

clennan, Mr. William E., Ln. 20BIII
Tech. Library
U.S. Forest Service
P.O. Box 245
Berkeley, Calif. 94701

trachwitz, Miss Frances 20LjV
P.O. Box 4524
Palm Springs, Calif. 93921

hitaker, Mrs. Elaine C. 20-VI-S
114 Baker St.
San Francisco, Calif. 94115

ADDRESS CHANGES

utterworth, Miss Joanne 20LcV
75 Staten Ave., Apt. 12
Oakland, Calif. 94610

oll, Mr. John D. 20AIII
41 Amber Drive
San Francisco, Calif. 94131

raig, Mrs. Margaret M., Ln. 20LbIII
Malconer Biology Library
Stanford Univ. Libraries
Stanford, Calif. 94305

ADDRESS CHANGES

Desoer, Mrs. Jacqueline J.
(Formerly Miss Jacqueline K. Johnson)
2527 Hillegass Ave., Apt. 401 20SIII
Berkeley, Calif. 94704 Lb

Griffin, Miss Marjorie 20SIII
P.O. Box 664 L-
Saratoga, Calif. 95070

Korf, Mr. Harold E. 20CIII
151 10th Ave.
San Francisco, Calif. 94118

Swank, Mr. R.C. 20SIII
1800 Spruce St., Apt. 201
Berkeley, Calif. 94709

Tomassini, Mrs. Carmenina T. 20BIII
Dir. of Ref. Lib. Services Le
National Ctr. for Primate Bio.
Univ. of California
Davis, Calif. 95616

TRANSFER OUT

Ball, Mr. Robert S.
Patterson, Mr. Robert L.
Roberts, Mrs. Justine T.
Simon, Mr. Ralph C.

WATCH OUT

. for your SLA salary survey questionnaire, which will arrive in late December. It is the first such survey since 1959 and all members are urged to complete and return their questionnaires promptly. The survey is to be conducted by Creative Research Services Inc. and will be completely anonymous. From now on the survey will be a biennial affair and each time will include questions on a special topic; Results will be published in "Special Libraries".

RECRUITMENT COMMITTEE

Because of pressure of other work Ted Phillips regretfully resigned from the Recruitment Committee. His place has been taken by Ray Brian of the California Academy of Sciences Library.

Ray's first major assignment was the organization of a successful recruitment "tea" at the Women's Faculty Club University of California, on November 17, which was attended by about 31 eager students and 23 members of SLA. Ray reports that attendees were lively and enthusiastic - in fact it was a swinging success.

NOVEMBER MEETING

The November 30, meeting on "Designing the Library of the Future" will be held at Varian Associates, Palo Alto. Robert Mountjoy (Architect, Rockinse and Watson, San Francisco,) Maurice Sands, (Interior designer, San Francisco) and Allen Pratt (Service Bureau Corp., Palo Alto) will discuss the creation of new libraries and the influence of new technology on library design.

SPECIAL LIBRARIES ASSOCIATION BAY REGION CHAPTER THANKS THE SPONSOR OF THIS ISSUE., PERRY G. DAVIS

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

March, 1967

No. 3

Vol. 37

This issue of the Bulletin is sponsored by Foster and Futernick Co. Inc. Library Bookbinders, 444 Bryant Street, San Francisco.

OUR MAN IN HOUSTON

Jeanne North, Chapter President, and Mark Baer, Vice-President and President-elect, attended the SLA Midwinter Meeting of the Board of Directors and Advisory Council, Houston, Texas, January 19-21, 1967. Here is Mark's report on the meeting.

The agenda for the Midwinter Meeting was a full one, but certain items will be of more general interest to the entire membership, and it is these that will be covered here.

Membership: Recommendation was made, and will be submitted to the membership for a change in the By-Laws, to have the Student Membership include a subscription to Special Libraries and to raise the fee for this membership from \$2.00 to \$5.00 a year.

Dues: It has been recommended that the date upon which members be dropped for non-payment of dues be changed in the future from March 31st to January 31st to permit a greater length of time between the announcement of candidates for national office and the time at which the membership votes for these candidates.

Publication Activities: It has been proposed to change Special Libraries to a quarterly journal containing only professional articles and to inaugurate an association news bulletin to be published monthly. The latter would carry the advertisements,

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San Leandro, California

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Redwood City, California

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news and notes now appearing in Special Libraries.

A Publisher Relations Committee has been established which, among other activities, will attempt to improve standards and format in the trade press and seek means by which publishers can be brought to improve the speed and efficiency of their handling of subscriptions.

S.L.A. National Conference: With 1968, the S.L.A. Annual Convention will be designated the S.L.A. National Conference. It was felt that the designation "conference" had a more professional connotation than "convention".

S.L.A. Translations Center: The Translation Activities Committee, chaired by Roger Martin, presented a position statement to the Board of Directors declaring the Translations Center to be the responsibility of S.L.A. The contract with the Commerce Clearing House, under which the Translations Center provided catalog copy of its translations to the Clearing House, was not renewed. Current funding of the Center is still dependent on grants from the National Science Foundation, however, methods for supplementing these funds, such as the levying of service fees for work done by the Translations Center, are under investigation.

A periodical publication to supplement the index to translations currently being compiled is being prepared for issuance in the near future. The Board of Directors has allocated funds, not to exceed \$10,000, to assist in preparing for this periodical publication and additional start-up monies will be sought from the National Science Foundation. Continuing support of this publication activity is expected to be derived from subscriptions.

A LOOK AT THE NEW COSATI STANDARD
FOR DESCRIPTIVE CATALOGING OF REPORTS

Jeanne B. North **
Chief Librarian

Government Document Division, Stanford Univ.

(Presented at the A.D.I. chapter meeting,
San Francisco, Feb. 7, 1967)

It is ironic that just when we are approaching a state where any bibliographic entity will be primarily and universally identified with a number -- an AD, PB or LC number -- just now the bibliographic services are reading a consensus on the desirable elements to enable us to identify publications by their traditional description.

For years, individual catalogers in hundreds of libraries struggled separately with the incredible complexity of the ALA Rules, and now that the trend is increasingly to use the LC cards without alteration, the Anglo-American Rules are finally to be issued, simplifying the work of traditional book cataloging for those items the individual cataloger is still required to deal with.

Similarly, now that technical reports are under comparatively close bibliographic control, the government services have reached a degree of unanimity under COSATI which we needed so desperately when the indexes were poor, and AD and PB numbers were not the universal medium of exchange they are today.

And, wonder of wonders, the Anglo-American Rules, and the COSATI Standard are in remarkable harmony, each having advanced from its extremist predecessors. It now appears we may someday have integrated libraries, if the prejudice against soft covers can be overcome.

The COSATI Standard for Descriptive Cataloging of Government Scientific and Technical Reports, Rev. 1, or AD 641 092, or PB 173 314; to state its more useful titles, was issued with a date of October 1966. This publication is based on the 1963 COSATI Standard which was based primarily on the ASTIA Guidelines of 1962, which grew out of primitive government practice influence by Taube in 1950.

One of the principal distinctions of report literature is the relative unimportance of the personal author. For several reasons, well summarized some dozen years ago by our friend Al Warheit, the organization responsible for the report has been generally recognized as the most useful author citation. But the problems, so well identified by Taube, of using the ALA Rules for corporate bodies, caused all report-handling agencies to set up new, usually reactionary rules, from which these agencies have slowly been softening.

The Taube rule for corporate entry was: wherever possible the most specific corporate body involved was to be employed, so

long as the specific name had any distinction. Subject departments of universities were not judged to be distinctive, but all university laboratories were, for example. One drawback to this rule was that bibliographic tools did not follow up on the Taube corollary -- that in principle it doesn't matter what decision is made so long as the decision is registered. In other words, cross-references would be needed, and still are, although they may now be built into the system.

Over the years some bodies formerly felt to be distinctive have drifted back into subjugation. Division of Industrial Cooperation, MIT, was reversed, as was Division of Library and Reference Services, Department of State, and so on. Libraries who had care of the famous "shoe boxes" of LC TID and CADO cards were soon found to be filing, if they filed at all, the cards for Material Lab, New York Naval Shipyard under New York of Naval or Navy, rather than Materials, and so on. Just as Taube freed all the Uniterms only to have librarians bind them up again, the librarian's drive to group things into order tended to cluster all Naval Shipyards and such subelements back together.

Now, the standard for corporate author has made full arc, and the new COSATI rule is: "Only two organizational elements may be chosen from those displayed on the title page and cover of the report....When two elements are chosen they are the largest, followed by the smallest element." This rule has already brought some changes. TAB itself was caught in transition. The inside cover of the 1 January 1967 TAB index gives instructions which include: "a typical corporate author entry is shown below: Carlyle Barton Lab, Johns Hopkins Univ., Balt., Md." But the corporate author index in this issue has an entry for Johns Hopkins Univ., Balt. Md., Carlyle Barton Lab, and nothing under Carlyle Barton Lab, not even a see reference. Other corporate entries reversed in the last month include Keck Lab of Engineering Materials now under Cal Tech., Allison Div. newly under General Motors, and Research Lab. of Electronics, now under MIT.

This new rule is in close relation to the new Anglo-American Rules, and is in line with unsanctioned practice of many libraries, but the coexistence of entries under the old and new rules is certain to complicate machine retrieval, as well as manual, isn't it? The over-all advantage, and the one the standardizers were striving for presumably, was that henceforth corporate author entries could be coded by one main element, with its geographic position, followed by one subelement, the next most distinctive. These entries will probably be shorter in general, and therefore handier for machine manipulation. But users of the printed indexes and machine-system designers alike are going to need some help crossing the 1967 divide.

An important COSATI Standard, again in line with the spirit of the Anglo American Rules, is "catalog from the report in hand, using only the organizational elements that appear on the report." No sleuthing around to find that the National Engineering Lab. is

in East Kilbride, Scotland, in order to make that the main entry, as LC has done.

And, at long last, a most important rule, one which runs counter to tradition but is in line with common sense, "if a corporate author changes its name, both old and new forms of the name are to be retained, with cross-references made between them." A specific report is to be cataloged under whichever name appears on the publication. The name of the organization may later change, but the reference to that report already in the literature will not be retrospectively changed, and both the COSATI and the new Anglo-American Rules recognize this fact as important. This new decision to take care of history with cross-references rather than by unilaterally rewriting it will preclude a lot of record-changing, although such changes would be relatively simple in machine storage.

To run quickly through the other principal points of the Standard: The title may be rearranged to put less significant parts last, such items as quarterly progress report, or 6th annual.

A personal author's name is to be written in full as given on the report, but may be written in either direct or indirect form. (Nuclear Science Abstracts is the federal tool using the indirect form.) An extensive authority list from the Anglo-American Rules is appended to the Standard.

The date of publication is to be used when known, if not, any other date found is acceptable including a presumed one to be placed in brackets.

Pagination is the total number of pages, including unnumbered, and covers and pocket material.

Contract numbers may be supplied when known but not stated, and may be corrected in format when not like others in series.

Report numbers are usually straightforward, the abbreviated form to be used, with hyphens inserted if there are spaces between the combinations of letters and numbers.

The suggested format for catalog cards in the COSATI Standard strengthens the trend toward uniformity of format in all technical report bibliographic tools, with the exception of Nuclear Science Abstracts. The proposed use of unit cards, for manually-maintained catalogs, to be marked for filing, rather than having headings typed on, is a procedure not often found in use, surprisingly enough.

The suggested order for presentation is one now evolved in our principal tools, except NSA: accession number; corporate author; title, followed by descriptive note; personal author, date, pagination; contract number; report number; availability, and supplementary notes. (In the 15 January TAB availability from the Clearinghouse is still noted up between the AD number and the author, but presumably this is in transition.

As noted, the most recent issue of Nuclear Science Abstracts shows no change from its non-standard format with the report number, followed by title, then author's name in reverse order, corporate author in parenthesis, and other notes. Perhaps AEC is still aware that it was the first to achieve approval for its report indexing, and feels reluctant to go along with the agencies which have always received so much more criticism.

The intent of the new Standard is so to place the information in the citation that a keypuncher can pick out the various elements, without editing. This intent appears successful, except for the corporate entry problem discussed.

Certainly this new Standard gives the individual library the authority to carry on some practices which had proved desirable, with some expectation that these practices would be in line with government information services, with machine systems, and furthermore, with library practice in the Anglo-American main stream. Such compatibility has been long-awaited.

** Jeanne North changed her professional orientation on March 1, to leave Stanford's government documents and join Charles Bourne at Advanced Information Systems Division of Programming Services, Inc., 493 Middlefield Road, Palo Alto. She is delighted to be working with Charlie, and with Anne Raphael, on the MARC Project and other interesting library technology programs.

There is news of Ken Carroll, who was President of this chapter in 1962-1963. Ken, who was then at Lockheed, as Head of the Literature Search Service has recently been appointed Director of the Clearing House of harvard's Center for Research and Development on Educational Differences. He is also Assistant Librarian of the Harvard Graduate School of Education. From Lockheed, Ken went to Xerox Corporation where he was manager of Technical Information Services.

THIS IS PINEAPPLE COUNTRY

One of our remotest chapter members is Jessie Wheelwright, Librarian at the Hawaiian Telephone Co. in Honolulu. We thought it would be pleasant to meet her (on paper at least) and to learn something of the other Special Libraries on the Islands. Here is her "Library Report from Hawaii".

LIBRARY REPORT FROM HAWAII

The Hawaiian Telephone Company Library is sixteen years old, but the company itself is nearly eighty-four years old. It was chartered as Mutual Telephone Company August 16, 1883 by King Kalakaua, reigning monarch of the Hawaiian Islands at that time.

Some research by the library staff has been devoted to uncovering historical facts about the company, and its relation to the history of the islands. The staff assisted with background research for telephone historical facts used in books, displays, films, speeches, reports, and papers.

Our company serves all of the major islands of Hawaii, with 302,500 telephones on all islands. We provide intra-island as well as inter-island service for all islands.

There is also Long Distance service to the rest of the world. Our Long Distance service uses microwave radio, undersea cables, and satellite circuits. We assist in the transmission of direct television by satellite from Japan and the mainland United States, and have one million dollars invested in the Communication Satellite Corporation, and share ownership in the ground station in Hawaii.

Because of so many methods used to transmit communications signals, voice, and data, the library has many subject fields for background and work knowledge. These subject areas cover electricity, electronics, radio, telephony, physics, mathematics, etc. Other subjects to assist in the operation of the company include accounting, auditing, economics, forecasting, wage structure, labor relations and laws, corporate structure, letter and report writing, finance (particularly in public utilities), telephone rate making and regulation, Hawaii State laws, Federal laws, taxes, public speaking, every subject which might assist company employees in their work.

The library collection includes every available index in the above fields, both for books and for magazine and service resources,

also almanacs, encyclopedia, specialized book and legal indexes, directories and references to assist the staff. Our book collection totals over 6,000 volumes, and we subscribe to 375 periodicals and services. We receive as many as 60 copies each of many magazines, (Telephony, Telephone Engineer and Management among others) to route throughout the company's offices on all major islands. The library does all the purchasing of books and magazines for all departments and keeps careful records for such purchases. We have an alphabetical card catalog, and when books and magazines are to be retained in other offices, we have a record of their location. We maintain an excellent collection of annual reports of other companies, especially public utilities and state offices.

Our staff consists of one professional librarian, one assistant, and one half-time clerk. We maintain a reading program, worked out with the company's various departments, to assist employees to pass job tests for promotion to higher levels. There are over 2700 employees, 565 of whom are management or supervisory or professional employees. The library is on the table of organization as part of the Industrial Relations Department, since it is considered a benefit for all employees.

Our main stack and work area is nearly 1100 square feet, and our reading area is 350 square feet. The recently completed reading room, which is approached by a few stairs and is at a mezzanine level, is completely carpeted and is open to the rest of the library, set off by a maple railing. The employees enjoy it because it is quiet and away from the working and stack area. Our current periodicals are kept there, also mainland and local newspapers. There are comfortable lounge chairs there, a huge Philippine mahogany reading table and chairs, and of course, a telephone. We have also installed in our stack area a handsome maple Sjostrom set of charge desk units, complete with depressible portable truck, with its own truck port.

We are looking for ways to use the company IBM facilities and Computer for our operations, but as yet have not figured out an application that might assist us. Our books are charged out with a Dewey number card, and a name card to assist in checking out employees who are severing employment with our company. We have considerable turnover, and since our average employee age is very young (33), we must be mobile.

Last spring our librarian was a panel speaker at the Hawaii Library Association meeting and summarized the purpose and specialized collections of about thirty other special libraries. We do not have a Special Libraries Association chapter in Hawaii, some belong to the San Francisco chapter, and some to the Los Angeles chapter, but we do have a Special and Reference Section of the Hawaii Library Association.

Among the largest industrial libraries here are: The Dole Company Library, its collection devoted to the main subjects of

food processing, business management, and the history of the pineapple industry; The Hawaiian Sugar Planters Association Experiment Station Library, established in 1895, is the largest sugar cane library in the world and is maintained in its own two-story building. Its emphasis is on sugar cane, its history, cultivation, manufacture and by-products, tropical agriculture and general agricultural products. The Hawaii Employers' Council Library emphasizes industrial and labor relations; the Alfred Yee Associates Library specializes in structural engineering; there is the Chamber of Commerce of Honolulu Library, and the Hawaiian Electric Library. The Hawaii Medical Library also has its own large building and serves the Honolulu County Medical Society, Queen's Hospital, and the training program for nurses in conjunction with the University of Hawaii. St. Francis Hospital also has an extensive medical collection in its library.

Some of the historical libraries include: Bishop Museum Library, which covers all of the Pacific area; The Hawaiian Historical Society Mission Library started in 1892; The Hawaiian Mission Children's Society Library, Hawaii State Public Archives. A special art library is in the Honolulu Academy of Arts.

Specialized governmental libraries include: The Hawaii State Supreme Court Library, Hawaii State Department of Planning and Development Library, Municipal Reference Library of the City and County of Honolulu, special collections in the State Library and the Sinclair University Library, and the East-West Center Library; the U.S. Navy Shipyard Technical Library, the Federal Aviation Agency Library; U.S. Fish and Wildlife Service, Bureau of Commercial Fisheries Library; The U.S. Army Tripler Hospital Library; U.S. Navy Ordnance Technical Library, Ammunition Depot; Hawaii State Legislative Reference Library.



Hawaiian Telephone Company Library
Mezzanine Reading area
Librarian (Mrs. Jessie Wheelwright)

*Our sponsor for this issue is Foster and
Futernick Co. Inc., 444 Bryant Street,
San Francisco. Tel: (415) 392-2048, from
whom we received the following information
on binding operations.*

BINDING OF PERIODICALS

A Special Library, to operate efficiently and to provide maximum service must maintain a complete and orderly list of periodicals, pertinent to the type of information, demanded by the users of the Special Library.

A useful and economical service that is available to a Special Library is the binding of periodicals. Binding of Periodicals keeps all issues of a title in a neat orderly manner which prevents loss of issues and facilitates a systematic order of storing the bound volumes.

Following are recommended minimum binding specifications, you should demand for your bound magazine volumes, and general instruction that will assist a librarian in preparing magazines that are to be shipped to a binder for binding.

MINIMUM BINDING SPECIFICATIONS FOR PERIODICALS

I COLLATING & MENDING

- (a) All issues are carefully examined for damaged pages or peculiarities of paper or construction.
- (b) All issues are carefully checked and Collated for proper sequence, pagination, title page, index, inserts and supplements.
- (c) Binding or omission of covers, ads., or any similar material will be handled in accordance with instructions.
- (d) All torn pages will be mended with Japanese tissue, onionskin bond.

II PREPARING FOR SEWING

- (a) Volumes shall not exceed 2-1/2 inches in thickness.
- (b) Unless otherwise instructed, title page and table of content pages will bind in front, and index at rear, of each publishers volume.

- (c) Multiple volumes bound together in one bound volume will be separated by colored sheet of paper.
- (d) Magazines that are saddle stitched with gutter margins of less than 1/2 inch will be handsewed.
- (e) Magazines that are saddle stitched with gutter margins of over 1/2 inch will be slit and sewed.
- (f) Magazines to be oversewed will be divided into section not to exceed 0.05 inches in thickness, all sections with moderately stiff paper will be scored before oversewing.
- (g) End sheets shall be constructed of three leafs of sulphite paper re-enforced with gummed fabric.

III SEWING

- (a) Magazines with proper gutter margins, (5/8" or more), will be sewed by thread by oversewing method. No oversewing will extend more than 3/16" in from the back edge of the volume and no nearer the top and bottom than 1/2 inch.

Volumes with insufficient gutter margins for over sewing will be hand sewed.

IV BOARDS

- (a) Board quality shall conform to the requirement of Commercial Standard CS50-34, for solid binders board.

V BOOK CLOTH FOR COVER

- (a) Buckram book cloth shall be Pyroxylin-impregnated with a weight of not less than 7.9 ounces per square yard.

VI LETTERING

- (a) Lettering shall be done in clear type of a size appropriate to the book and in style and position as instructed deeply impressed to insure long wear.
- (b) Record will be kept to insure uniformity in lettering of subsequent bound volumes of same title.

PREPARATION OF MAGAZINES BY THE
LIBRARY FOR SHIPPING TO BINDER

I GENERAL RULES

- (a) Collect all issues to be bound into a volume and tie with string or cord.
- (b) Do not send volumes with missing issues. Your binder will advise you where to obtain missing issues.
- (c) Determine what is to be bound, (ads. etc.)
 - 1 - Bind everything.
 - 2 - Bind with front covers.
 - 3 - Remove all ads. & covers.
 - 4 - Bind as is with missing pages.
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SPECIAL LIBRARIES ASSOCIATION

SAN FRANCISCO BAY REGION CHAPTER

MEETING OF EXECUTIVE BOARD AND ADVISORY COUNCIL,
JANUARY 26, 1967

Attendance:

Jeanne North, Mark Bear, Marian Wickline, Maria Feder, Barbara Ivantcho, Alyce Mackin, Gwyneth Heynes, Phyllis Browning, Joseph Anderson, Marjorie Griffin, Marilyn Johnson, Margaret Uridge, Martha West, Ray Brian.

The Executive Board and Advisory Council met at 5:45 p.m. on January 26, 1967 at the Black Sheep Restaurant in Berkeley, with Jeanne North, President, presiding.

Maria Feder, Treasurer, submitted a report on the chapter finances as of November 30, 1966. This report showed the chapter treasury to be solvent to the extent of about \$200.

Gwyneth Heynes, editor of the chapter bulletin, announced that Tolos has withdrawn its sponsorship of one issue of the bulletin because of financial difficulties. As a result, we will have only four bulletin issues this year. There will be a combined February-March issue and one issue in June. There has been considerable difficulty in obtaining correct and up-to-date invoices from the printer.

Margaret Uridge reported for the Education Committee that the current workshop for library assistants is a successful venture, with 81 registrants. This larger-than-expected registration necessitated rapid communication with headquarters to obtain additional copies of the booklet, Library Materials, which will be given to each workshop participant. This booklet, edited by Bill Petru and Martha West, will sell for \$4.00 as an Association publication. Mrs. Uridge mentioned that one registrant in the 1964 workshop is now attending UC's School of Librarianship.

Jeanne North reported that Eva Lou Fisher, a former member of our chapter, and author of the SLA publication, A Checklist for the Organization, Operation and Evaluation of a Company Library, passed away recently.

The financial report of the Publication Committee, as of December 31, 1966, was presented by Martha West. This showed a total profit of \$2612.05 from Acquisition of Special Materials and the Union List of Periodicals. The first of these two publications is selling exceedingly well. Some of the contributors to the Union List have not purchased copies of it and the orders for it are slow, but it has already made a profit.

The Consultants Service, under Marjorie Griffin, has had five inquiries. Marjorie plans to suggest to future inquirers that they visit designated libraries in our chapter.

Marilyn Johnson announced that there will be a spring duplicate exchange list.

The Employment Committee, with Lorraine Pratt as chairman, has had 62 applicants and 36 positions registered. Of these, 16 applicants have accepted positions or canceled their registration and 25 positions have been filled or canceled. There are 11 positions and 47 people that can't be matched.

Mark Baer announced that the chapter directory will be in the mail very soon. It was printed at the chapter's expense.

Jeanne North submitted the names of Marjorie Griffin and Doris Lancot as members of the Nominating Committee, under Marion Smith as chairman. These appointments were approved by the Executive Board.

Two library school students are to attend the chapter dinner and meeting following this board meeting, according to Ray Brian of the Recruitment Committee. He said that special library tours are being arranged for library students.

Mark Baer said that, because of the national drive for new members, the Membership Committee is being enlarged. There will be one committee member for each type of association membership. Marilyn Johnson will represent the active and associate memberships, Betty Roth sustaining, Ray Brian student and Marian O'Donnell affiliate memberships.

(Secretary's note: At the chapter meeting immediately following this board meeting, Mark made additional comments to which he wants to call the chapter's attention. He reported on the recent national Advisory Council meeting which he and Jeanne North attended. At the 1967 annual conference, SLA members will be asked to vote on the following three items: change of the membership cut-off date to January 31, a suggested student membership fee of \$5.00, and a division of Special Libraries into two publications. Special Libraries will be a professional journal carrying no advertising. A new publication will carry SLA news and notes on advertising.)

Barbara Ivantcho announced that the next chapter meeting will be on February 15 with a discussion on patents. The location has not been decided.

The meeting adjourned at 6:30 p.m.

Marian Wickline
Secretary

January 27, 1967

MEMBERSHIP CHANGES, MARCH 1967

NEW MEMBERS

Armon, Mr. Joseph L. 20-VI-S
2525 Regent St., Apt. D
Berkeley, Calif. 94704

Begg, Mr. Robert A. 20-VI-S
59 W. Spartan City
San Jose, Calif. 95112

Bruguera, Mrs. Eva Anita
Med. Ln. 20BIII
J.S. V.A. Hospital
3801 Junipero Serra Blvd.
Palo Alto, Calif. 94304

Donahue, Mrs. Kathryn A. 20-VI-S
7545 Rainbow Drive
San Jose, Calif. 95129

Dorilag, Mrs. Lourdex 20-VI-S
842 Oracle Oak
Sunnyvale, Calif. 94086

Keough, Mrs. Mary Jane R. 20-VI-S
24722 Willimet Way
Hayward, Calif. 94544

Kleiber, Mr. Michael C. 20NV
187 Corbett Avenue
San Francisco, Calif. 94114

McEwen, Mrs. Scotty A.
1881 Kocher Drive
San Jose, Calif. 95125

Miller, Mrs. Emmy Lou H.
3890 La Donna
Palo Alto, Calif. 94306

Phillips, Mrs. Theresa C., Ln. 20-V
General Admin., Library
Pacific Telephone Co.
140 New Montgomery Street
San Francisco, Calif. 94105

Rice, Mrs. Barbara Ann 20-VI-S
200 Wilson St.
Albany, Calif. 94706

Senesac, Mary Celeste V. 20-VI
714 W. Poplar Avenue
San Mateo, Calif. 94402

Shain, Mr. Charles H. 20MghIII
1340 Grove Street
Berkeley, Calif. 94709

Westendorf, Mrs. Gerda E. M.
Res. Ln. 20LcIII
Research Department
Memorex Corporation
1180 Shulman Avenue
Santa Clara, Calif. 95052

TRANSFER IN

Austinson, Mr. Sigurd 20-III
2013 Marconi Avenue
Sacramento, Calif. 95821

Benedict, Mr. Richard F. 20SIII
351 Elvira Street
Livermore, Calif. 94550

Roughton, Miss Anne 20-VI-S
2280 Pacific Avenue
San Francisco, Calif. 94115

ADDRESS CHANGES

Berg, Miss Dorothy E. 20L-III
169 Waverly St., Apt. A
Palo Alto, Calif. 94301

Evans, Mr. George R. 20TIII
3900 Grove
Palo Alto, Calif. 94303

Fair, Mrs. Judy H. 20L-III
2084 Camino de Los Robles
Menlo Park, Calif. 94025

Loomis, Mrs. Vera C. 20BIII
960 K. Street
Davis, Calif. 95616

Nestor, Mrs. Isabella Lyno, Ln. 20CIII
Crocker-Citizens Nat'l. Bank
79 New Montgomery Street
San Francisco, Calif. 94120

Osborne, Mr. Herman C., Jr. 20SV
1291 Petersen Court
Los Altos, Calif. 94022

DUPLICATE EXCHANGE LISTS

Doing your spring housecleaning?

Or have you found it impossible to locate back issues of a journal?

If so, participate in our Spring Duplicate Exchange List. We would like to receive lists from as many libraries as possible; however, you are welcome to take advantage of offers even though you do not submit a list.

Please: Send lists before Monday, May 1, to the Chairman

Send 30 copies.

Type single space, on both sides of the paper. Saving of postage is more important than beauty or ease of reading.

Use 8-1/2" X 11" paper.

State at top of list how long material will be kept before discarding.

Enclose a self-addressed gummed label.

Sets of lists will be sent to all contributors, and to any other libraries who request them before May 1. The chapter is paying postage for the lists; libraries are responsible for refunding postage (in stamps of usable denominations--5cents or lower) for mailing of publications.

To receive lists, send your name and address on a gummed label to:

Marilyn Johnson, Chairman
Snell Development Company
1400 - 53rd Street
Emeryville, California 94608

ADI-SLA JOINT MEETING

The next joint meeting will take place on Tuesday, April 4 at Lockheed Auditorium, 3251 Hanover St., Palo Alto, at 8:00 p.m. The topic will be "State Technical Services Act-Revisited". Dean Robert Wiegel, Director of the State of California State Technical Services, will report on current local and national developments related to the State Technical Services Act, passed in September.

No reservations are necessary.

HOSPITAL LIBRARIANS MEETING

The first meeting of the Hospital Librarians' Section of the Association of Western Hospitals will take place during the AWH convention in San Francisco on Monday, April 24, 1967 from 2 PM to 5 PM in Conference Room no. 301 in the Civic Auditorium. All librarians and others interested in the development of hospital libraries are invited to attend.

Speakers include Mr. Alden B. Mills, Editor, Research Publications, California Department of Mental Hygiene, Sacramento, who will speak on hospital librarians and public relations.

Mr. Ralph Askin, A.I.A., Supervising Architect, Office of Architecture and Construction of the State of California, Los Angeles, will present a paper, illustrated with slides, on architecture and hospital libraries.

The objectives of the AWH Hospital Librarians' Section will be discussed by Mr. Melvin C. Schefflin, Executive Director, Association of Western Hospitals, San Francisco. There will be a question and answer period.

Special Libraries Association, Bay Region Chapter thanks the sponsor of this issue, Foster and Futernick Co. Inc.

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

July 1967

No. 4

Vol. 37

This issue of the Bulletin is sponsored by Stacey's, 2575 Hanover, Palo Alto.

DIALOGUES - Professional and Sub-Professional

Our theme for the chapter year was "Dialogues." Our Directors, Barbara Ivantcho and Alyce Mackin, arranged meetings which gave us opportunity to converse with colleagues from various library situations. A review of the year's calendar shows a spirit of ecumenism, reciprocated by our fellow professional groups. Joint meetings and mutual officers, members and speakers were the rule among SLA, CLA, MLA, and ADI. One added advantage of cooperative programs is that their joint nature discourages the lengthy discussion of purely organizational matters.

An analogy can be drawn between library organizations and library situations, regarding professional and subprofessional areas. The effective librarian attempts to distinguish between the professional aspects of a work situation and the lesser routines which he must not allow to consume a large part of his time. I believe we should make a similar judgment in the allocation of our valuable SLA time, and keep as much as possible of it for truly professional activities; those which directly make us more effective librarians.

The conservation of our SLA time, including our informal discussions between meetings, will be particularly difficult in the coming months. The Association's financial problems, which will require the inevitable raising of dues as well as another attempt to set satisfactory membership standards, will tend to monopolize our attention. But \$40 worth of time spent deploring a \$20 increase in dues is not the best use of our professional time or energy. Tremendous opportunities await us, requiring our best thinking to take advantage of them; we have new technologies, new legislation, new user needs to study and discuss. These can constitute truly professional dialogues.

Jeanne North

Editor

Gwyneth M. Heynes
Friden, Inc.
2350 Washington Ave.
San Leandro, Calif.

Advertising Manager

Phyllis Browning
Beckman Instruments
1117 California Avenue
Palo Alto, Calif.

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CHAPTER OFFICERS 1967-1968

President	-	Mark Baer Hewlett-Packard
Vice President & President-Elect	-	Barbara Ivantcho * S.R.I.
Secretary	-	Marian Wickline Dow Chemical
Treasurer	-	Martha West Programming Services, Inc. *
Director	-	Alyce Mackin Eitel-McCulloch
Director	-	Ray Brian California Academy of Sciences *

* Newly elected, 1967



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A list of scientific and professional books in series now available on Standing Order.

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George Bennett
Head, Continuations Department



Brett Butler
Head, Library Division

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Another part of the 3x5 form goes to a main entry file, in which all orders are arranged in the same style as this catalog. Also included are many cross-reference cards for locating series which have changed authors, titles, or publishers, or which simply have more than one identification.

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Dekker & Co., Marcel	Purdue Univ. Press	Univ. of Oregon Press
Duke Univ. Press	Putnam's Sons, G. P.	Univ. of Pennsylvania Press
Duquesne Univ. Press	Reinhold Publishing Corp.	Univ. of Pittsburgh Press
East-West Center	Rider, John F.	Univ. of South Carolina Press
Florida State Univ. Pubs.	Ronald Press	Univ. of Southern California Press
Fordham Univ. Press	Rutgers Univ. Press	Univ. of Tennessee Press
Gordon & Breach	St. Martin's Press	Univ. of Texas Press
Grune & Stratton	Sams & Co., Howard W.	Univ. of Toronto Press
Hafner Publishing Co.	Saunders Co., W. B.	Univ. of Utah Press
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Harvard Univ. Press	Southern Illinois Univ. Press	Univ. of Washington Press
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Holden-Day	Springer-Verlag, New York	Wadsworth Publishing Company
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Iowa State Univ. Press	Thomas, Charles C.	Wiley & Sons, John
Irwin	Univ. of Alabama Press	Williams & Wilkins Co.
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PROGRAM COMMITTEE

Chapter members participated in most of the programs of the past season; the contributions of those mentioned below, and the suggestions and assistance of several other members, are gratefully acknowledged. Attendance figures seem to indicate that the greatest interest is in library visits and programs directly related to professional problems.

Programs for the year:

Monday, October 10, 1966. A Joint Chapter meeting was held with ADI at the California Academy of Sciences, San Francisco. The principal speaker was Mr. Evan Herbert, Associate Editor of International Science and Technology, and papers presented at the National ADI Convention were discussed.

Thursday, October 27th, 1966. A reception was held at the Brundage Wing of the deYoung Museum, San Francisco, for members and distinguished guests from other library fields to meet Mrs. Elizabeth Usher, SLA Vice-President. Professor John D. LaPlante, Curator of Asian Art at Stanford University, spoke on the Brundage Collection. Attendance: 160. During Mrs. Usher's visit, luncheon meetings were also held in San Francisco and in Palo Alto.

Wednesday, November 30, 1966. A panel discussion, "Designing the Library of the Future," was arranged by Miss Kathrine Johnson, and was followed by refreshments and a tour of the new Varian Associates library. Speakers were Mr. Robert Mountjoy, architect, Rockrise and Watson; Mr. Maurice Sands, interior designer; and Mr. Allen Pratt, of the Service Bureau Corporation. Attendance: 115.

Thursday, January 26, 1967. A dinner meeting was held at The Black Sheep restaurant, Berkeley, at which the Chapter President and Vice-President reported on action taken at the SLA Board and Advisory Council meeting at Houston, and Roger Martin summarized the activities of the Translations Committee and plans for the future. Following the dinner, a tour of the library of the Institute of Governmental Studies, University of California, was arranged by the librarian, Miss Barbara Hudson. Library school students were especially invited, and about 12 attended for the library visit, in addition to 78 members and guests who attended the dinner.

Wednesday, February 15, 1967. "Patent Literature in Research" was discussed by Miss June Wayne, Patent Information Service, Shell Development Company, and the services of the Sunnyvale Patent Library were described by Mrs. Margaret Fielschott, who also arranged a visit to the patent library after dinner. The meeting was held at The Bold Knight restaurant, Sunnyvale. Attendance: 63.

Wednesday, March 29, 1967. A panel presentation on "Experiences with Mechanization" was held at the Edgewater Inn Garden Hotel, Oakland. Speakers were Mrs. Elizabeth Bodie, Sandia Corporation, Miss Eva Schekorra, Stanford Research Institute, and Miss Marilyn Johnson, Shell Development Company. Attendance: 118.

Tuesday, April 4, 1967. Joint Chapter meeting with ADI, at Lockheed, Palo Alto. Dean Robert L. Wiegel spoke on current developments under the State Technical Services Act.

Wednesday, May 24, 1967. The Annual Business Meeting was held at Stickney's, San Mateo, and new officers were announced. Mrs. Carma Leigh, State Librarian, addressed the meeting on "The State of California's Libraries." Attendance: 50.

Respectfully submitted,

Barbara Ivantcho
Program Chairman

June 16, 1967

HOSPITALITY COMMITTEE

Eight meetings were scheduled for the year, but the Committee was responsible for only six. Joint meeting reservations with ADI in October and Medical Library Association in April were handled by those associations.

SLA members responded to our meetings with great enthusiasm, and three meetings during the year had attendance of over a hundred. The visit of our National SLA officer and the Brundage collection combination brought out 160 attendees. Observing the new Varian Library and a discussion of Library planning and the third meeting at the Edgewater in Oakland and talks about mechanized processes actually in use all had over a hundred turn-out. Average attendance for the year was 94.

Hand-lettered name tags with stick tape backing was successful. They proved both readable and disposable. (The chairman had misplaced the previous set of name tags, so had to resolve the situation in this way.)

The greatest confusion encountered was from lack of reservations by members who attended meetings. Restaurants are now asking that a signed contract be sent confirming the reservation, for an exact number with a small percentage variation both for over and under

the estimated attendance. People arriving at the dinner with no reservations, not even telephoned reservations, caused the greatest confusion.

Respectfully submitted,

Alyce Lynn Mackin
Chairman

June 30, 1967

EDUCATION COMMITTEE, 1966/1967

The Education Committee held ten meetings during the fiscal year 1966/67, with its membership increased to seven by the addition of Elinor Alexander and Beverly Hickok. Ray Brian replaced Ted Phillips after the latter left for Canada in December. The continuing members were: Roger Martin, Roy Nielsen, Margaret Rocq & Margaret Uridge, (chairman).

The Committee's "Third Workshop for Library Assistants" was successfully presented on January 26-27, 1967 at the University of San Francisco, with the co-sponsorship of their Library School Program. Elinor Alexander was the able co-ordinator, with the assistance of Margaret Rocq and several other Chapter members, including the four lecturers: Mary Elsie Caruso, George Luckett, Robert Meyer and Elizabeth Roth. The Workshop had been postponed from a Fall 1966 date in order to be able to distribute advance-copies of the SLA publication: The Library, an introduction for library assistants, edited by Wm. Petru from the 1964 Workshop lecturers. (It now sells for \$4.00)

The Chapter's publication, The Acquisition of special materials, edited by Isabel H. Jackson, based on the Education Committee sponsored spring 1964 course of that name, came out in June 1966 just in time for advance copies to be shown at the 1966 SLA Conference. Since that date the over 1,000 copies issued have been sold and a new printing of 500 ordered. The Education Committee was advisory to the Publication Committee in its production and underwrote its costs until sufficient income from sales had been received to start the Publication Committee's own revolving fund.

Members of the Education Committee were delegates to the 2nd and 3rd Educational Forums held in conjunction with the Minneapolis 1966 and New York 1967 SLA Conferences. The Committee was again represented by Roger Martin on the Advisory Committee to the San Francisco City College Library Technician Program. The Chairman represented SLA

and the Committee on a reactor-panel on June 26, 1967 at a joint meeting of the Library Education Division/Library Administration Division at the American Library Association San Francisco Conference, at which Jesse Shera spoke on "What should tomorrow's Librarians know?"

Margaret D. Uridge
Education Committee Chairman

June 30, 1967

EMPLOYMENT COMMITTEE

During the past year, one hundred and fifteen individuals contacted the Employment Chairman concerning Library positions and forty eight companies listed library openings. As of April 30, 1967, eighty-eight applicants were still on the active records and ten jobs remained unfilled. As usual, matching jobs and people is the critical factor. Eighteen registered applicants were placed, but only six of these were hired for listed positions.

It is still difficult to report salary figures since actual hiring rates are seldom reported back to the Employment Chairman. One of the frustrations of this task is that applicants and employers seldom report when their names should be removed from the active register. This places an unnecessary follow-up burden on the Employment Chairman in order to keep the records current.

A cooperative arrangement has been established, also, with other library employment centers, such as California State Library and the University of California, to assist in placing applicants. A quarterly Placement Listing has been issued and distributed to all registered applicants and employers.

Respectfully submitted

Lorraine Pratt
Employment Chairman

June 30, 1967

MEMBERSHIP COMMITTEE

As of June 1, 1967, membership records of the Chapter showed:

I	Sustaining	8
II	Life	1
III	Active	248
IV	Affiliate	20
V	Associate	44
VI	Student	30
VII	Honorary	0
VIII	Emeritus	9
	TOTAL	<u>360</u>

* Members dropped for non-payment, 4/67, not subtracted from this total.

Other 1966-67 statistics:

New Members	50
Transfer-in	7
Transfer-out	10
Reinstated	7
Resigned	5
To be dropped	25

A membership committee was appointed to provide a mechanism by which prospective members might be contacted by persons holding the type of membership for which the prospective member was qualified. Membership Committee was composed of the following:

Mark Baer	Chairman
Elizabeth Roth	Sustaining Membership
Marilyn Johnson	Active and Associate Membership
Marian C. O'Donnell	Affiliate Membership
Ray Brian	Student Membership

Respectfully submitted

Mark Baer
Membership Chairman

DUPLICATE EXCHANGE COMMITTEE

The fall duplicate exchange was held in October with 10 lists submitted and 17 sets of lists distributed. The Spring duplicate exchange was held in May with 12 lists submitted and 16 sets of lists distributed.

Lists were sent first-class with postage absorbed by Shell Development Co.

Respectfully submitted

Marilyn Johnson

PUBLIC RELATIONS COMMITTEE

Press releases were submitted to the local papers in the Peninsula and East Bay Area of San Francisco concerning the visit of the SLA President-Elect, Mrs. Elizabeth R. Usher. Good coverage was given in the San Francisco Chronicle and Palo Alto Times. Due to a time element, these releases were sent out by Jeanne North.

Press releases were also sent out to local newspapers, including the Mill Valley paper concerning the meeting at Varian Associates on library architecture and planning. It was determined that no articles appeared in the newspapers concerning this meeting of the chapter.

Respectfully submitted

Evelyn S. Stuckey

BULLETIN

Four issues of the Bulletin were prepared this year. The average number of copies printed was 425, distributed to a membership roster which fluctuated around 360, with 2 paid subscriptions and 60 additional copies for distribution by the Circulation Manager to all SLA Board Members and Chapter Presidents, by the Advertising Manager to Bulletin sponsors and by the Editor to contributors to special articles.

Each of the four bulletins was sponsored by a single advertizer for a charge of \$125.00. For this fee the sponsor was entitled to four pages of copy and an acknowledgement on the first and last pages of the bulletin. A bulletin sponsorship agreement drawn up by the Advertising

manager was signed by each sponsor at the beginning of the year.

The sponsorship experiment produced more revenue for the chapter than had the multiple advertizing policy of previous years, and the printer (Bay Cities Duplicating Co.) found the resulting bulletin simpler and less costly to handle.

The financial difficulties of one of our agreed sponsors caused him to withdraw his support, so the number of bulletins was reduced from the five, which were originally planned, to four.

Respectfully submitted

Gwyneth Heynes
Phyllis Browning

June 30, 1967

NON-SERIAL PUBLICATIONS COMMITTEE

During 1966-67 the Chapter sponsored two publications, the ACQUISITION OF SPECIAL MATERIALS and the UNION LIST OF PERIODICALS: SCIENCE-TECHNOLOGY ECONOMICS, both of which have had excellent sales. The ACQUISITION OF SPECIAL MATERIALS was available in June of 1966 with an initial printing of 1150 copies. A second printing was necessary in January of 1967, and of those 500 copies only 319 remain in stock.

The UNION LIST had its initial distribution in December 1966 and out of a printing of 500 copies, 277 copies remain unsold as of this date.

Cost of publication has been recovered for both these titles.

In the spring arrangements were made for Stacey's to handle storage and distribution of the remaining copies of these publications. The cost of handling to the Chapter is 10% of the list price of each book sold. A quarterly report will be submitted to the Publications Committee by Stacey's.

No new publications are under consideration at this time, but should the Chapter consider any, funds are available for printing. The Committee underwrote the printing of the Chapter Directory for the current year.

Respectfully submitted

Martha W. West, Chairman

TREASURERS REPORT

Balance on Hand as of July 1, 1966 \$52.62

Income

 Allotment from Association during year \$858.30

 Other (Itemized)

 Advertising \$385.00
 Subscription \$ 30.00
 Student Tea \$ 38.00
 Dinner Checks \$1,626.00

 Total other \$2,079.00

 Total Income \$2,937.30

Total Assets \$2,989.92

Expenditures (Itemized)

 Bulletins and
 Announcements \$1,172.95

 Scholarship fund \$10.00
 Student Tea \$61.78
 Dinners, Brundage
 Reception and
 Refunds \$1,516.26
 Misc. \$6.24

Total Expenditures \$2,767.23

Balance on Hand as of June 18, 1957 \$222.69

Respectfully submitted

Maria Feder, Treasurer

EXECUTIVE BOARD MEETING, MARCH 29, 1967

The Executive Board met at the Edgewater Inn in Oakland at 5:45 p.m. on March 29, 1967. Those present were:

Mark Baer
Marian Wickline
Maria Feder
Barbara Ivantcho
Alyce Mackin

Mark Baer read the report of the Nominating Committee as submitted by the Chairman, Marion M. Smith, and members, Marjorie Griffin and Doris Lanctot. The slate of candidates offered was:

Vice-President, President-Elect
Mrs. Barbara Ivantcho
Mrs. Delphia P. Scully

Director
Fred W. Todd
Ray Brian

Treasurer
Mrs. Martha West
Mrs. Charlotte G. Owens

It was moved by Alyce Mackin that the slate be approved by the Executive Board. The motion was seconded by Maria Feder and adopted by the Board.

It was suggested by Marian Wickline that biographical data about the candidates be submitted to the membership with the ballots. It was agreed by the Executive Board that this was desirable. Mark Baer will so instruct the Nominating Committee.

The meeting adjourned at 5:55 p.m.

Marian Wickline
Secretary

March 30, 1967

SAN FRANCISCO BUSINESS LIBRARY NEWSLETTER

Your attention is drawn to a new monthly publication of the San Francisco Public Library. It is the Business Library Newsletter, designed to call attention to new and significant materials available at the Business Branch at 138 Kearny St. Anyone who would like to receive this newsletter may call Avis Stopple at KLondike 8-3471.

MEMBERSHIP MEETING, MARCH 29, 1967

At the Chapter meeting at the Edgewater Inn in Oakland on March 29, 1967, Mark Baer, Vice-President, presided in the absence of the President, Jeanne North. He requested the report of the Nominating Committee. It was read by one of the committee members, Marjorie Griffin, in the absence of the Chairman, Mrs. Marion M. Smith. The slate of candidates offered was:

Vice-President, President-Elect
Mrs. Barbara Ivantcho
Mrs. Delphia P. Scully

Director
Fred W. Todd
Ray Brian

Treasurer
Mrs. Martha West
Mrs. Charlotte G. Owens

Mark then requested additional nominations from the floor. There were none and Jane Wilson moved that the nominations be closed. This was seconded by Glen Maynard and voted by the Chapter members.

This concluded the chapter business.

Marian Wickline
Secretary

March 30, 1967

EDUCATION IN LIBRARY TECHNOLOGY

Two training programs in library technology will be offered in the Fall. One is the "Library Technician Program" at San Jose City College, in which the student will be introduced to "varieties of work in school, business and public libraries". The curriculum leads to the Associate in Arts degree, and will provide a background of general education, coupled with library skills, which will qualify the graduate for entry into library work as a skilled technician." For more information call San Jose City College Admissions Office, 298-2181.

The second program is offered by Foothill Junior College and is described as "a career program intended to alleviate the existing shortage of trained library personnel at the sub-professional level - a link between the librarian and clerical staff." This course is not "pre-professional training for those who wish to go to a four-year college and will not be accepted toward a professional degree." For more information call Mrs. Dolly Prchal at 948-8590, ext. 217.

OPPORTUNITIES FOR LIBRARY EDUCATION

S.L.A. Education Committee supplied the following report:

On May 22, 1967, the United States Office of Education announced the finding of 501 fellowships in 38 institutions for the purpose of training individuals in library and information sciences. The fellowships are authorized under Title IIB of the Higher Education Act of 1965. Three hundred and twenty-seven of the fellowships are for study at the Master's level, 58 at the post-master's, and 116 at the doctoral level. Because of the critical shortage of fully qualified library school faculty members, the first priority is for fellowships designed to produce additional instructors for schools of library and information sciences.

All of these fellowships are for the 1967-68 academic year. It is therefore of great importance that well qualified potential special librarians be informed of these opportunities immediately. Deadlines for September enrollment come in many institutions between July 15 and August 1. Won't you, as SLA chapter officers, pass along this information as soon as possible to members and qualified persons you are trying to recruit.

The fellowships for master's level students are \$2,200 each and at the postmaster's and doctoral level, \$5,000 each. In addition, there are travel allowances for fellows and allowances for dependents. The list of schools receiving these fellowships, and the number each received at each level of study follow.

Applications must be made directly to the library schools.

Training Fellowships for Library and Information Sciences:

Schools	Number of Fellows at Each Level		
	Master's	Post-Master's	Doctoral
<u>CALIFORNIA</u>			
Univ. of California (Los Angeles)	10	3	
Univ. of California (Berkeley)	3		14
Univ. of Souther California (Los Angeles)	6		9
<u>COLORADO</u>			
University of Denver (Denver)	5		
<u>DISTRICT OF COLUMBIA</u>			
Catholic University	15		
<u>FLORIDA</u>			
Florida State Univ. (Tallahassee)	10	10	
<u>GEORGIA</u>			
Atlanta University (Atlanta)	12		
Emory University (Atlanta)	10		
<u>HAWAII</u>			
University of Hawaii (Honolulu)	15		

<u>ILLINOIS</u>			
Rosary College (River Forest)	12		
Univ. of Chicago (Chicago)	15		7
Univ. of Illinois (Urbana)	10		12
<u>INDIANA</u>			
Indiana University (Bloomington)	6		16
<u>KANSAS</u>			
Kansas State Teachers College (Emporia)	15		
<u>KENTUCKY</u>			
Univ. of Kentucky (Lexington)	10		
<u>LOUISIANA</u>			
Louisiana State Univ. (Baton Rouge)		10	
<u>MARYLAND</u>			
Univ. of Maryland (College Park)	15	6	
<u>MASSACHUSETTS</u>			
Simmons College (Boston)	15		
<u>MICHIGAN</u>			
University of Michigan (Ann Arbor)	5		7
Western Michigan Univ. (Kalamazoo)		5	
<u>MINNESOTA</u>			
Univ. of Minnesota (Minneapolis)	20	4	3
<u>NEW JERSEY</u>			
Rutgers, The State University	12		10
<u>NEW YORK</u>			
Columbia Univ. (New York)		5	16
Pratt Institute (Brooklyn)	10		
State Univ. of New York (Albany)	8		
Syracuse University (Syracuse)	15		
<u>OHIO</u>			
Kent State University (Kent)	10		
Western Reserve University (Cleveland)			10
<u>OKLAHOMA</u>			
University of Oklahoma (Norman)	5		
<u>OREGON</u>			
University of Oregon (Eugene)	6		
<u>PENNSYLVANIA</u>			
Drexel Institute of Tech. (Philadelphia)	10		
Univ. of Pittsburgh (Pittsburgh)			5
<u>TENNESSEE</u>			
George Peabody College for Teachers (Nashville)	12		

MEMBERSHIP CHANGES

The following names are dropped from chapter records for non-payment of membership dues:

Mr. Stuart Baillie
Mr. Robert A. Brewer
Mrs. Elizabeth R. Carter
Mrs. Teresa Shu-Chin Chang
Dr. Peter T. Conmy
Mrs. Flora Critchlow
Mr. Edward I. Custer
Miss Barbara Ann Davis
Mrs. Brigitta Dobratz
Mrs. Betty L. Fahrenbach
Mrs. Sandra C. Ferguson

Mr. Gerald J. Giefer
Mr. George Goldfine
Mr. London G. Green
Miss Ava D. Headley
Mrs. Virginia D. Hunt
Mr. Paul J. Kahn
Miss Sondra Shair
Mr. Clyde F. Syper
Mr. Robert M. Tierney
Miss Stella R. Vetter

NEW MEMBERS

Chaney, Mrs. Aileen A., Ln.
Research Library
Wells Fargo Bank
464 California St.
San Francisco, Calif., 94120

Davis, Mrs. Diane F., Ln. 20L-IV
URS Corp., Library
1811 Trousdale Drive
Burlingame, Calif., 94011

Davis, Miss D. Geraldine, 20CV
2550 Golden Gate, Apt. #3
San Francisco, Calif., 94118

Foutty, Miss Kitty E., 20M-III
Stanford Villa #225
3351 Alma
Palo Alto, Calif., 94306

Galler, Mr. Meyer, 20BV
22412 Rockaway Lane
Hayward, Calif., 94541

Giffen, Mrs. Helen S., Ln
Library
The Society of California Pioneers
456 McAllister Street
San Francisco, Calif., 94102

Gittlesohn, Mr. Marc, 20BIII
1136 Fresno Ave.
Berkeley, Calif.

Gloyd, Mrs. Kathryn J., 20/31BIV
4244 E. 4th Street
Tucson, Arizona, 85711

Goyne, Miss Carol L., 20CV
1475 California St., Apt. D
Mountain View, Calif., 94040

Hamilton, Miss Grace A., 20-VI
1799 Euclid Ave., Apt. 27
Berkeley, Calif., 94709

Hickman, Mrs. Irma, 20BIII
220 Grand Avenue
Oakland, Calif., 94610

Jackson, Miss Susan L., 20-VI-S
129 Terrace Drive
San Francisco, Calif., 94127

Johnson, Mr. Richard D., 20SIV
215 Pope St.
Menlo Park, Calif., 94025

La Manna, Mrs. Joan M., Ln., 20L-V
Research Center B
Foremost Dairies, Inc.
P.O. Box 2287
Dublin, Calif., 94566

Lawrance, Mrs. Martha S., 20VIII
836 Oxford St.
Berkeley, Calif., 94707

Macksey, Mrs. Julie Anne, Chemist-Ln
Library 20LV
Kaiser Aluminum & Chemical Corp.
Permanente, Calif., 95014

NEW MEMBERS CONTINUED

MacLeod, Mrs. Celeste L., 20-VI-S
2311 Edwards Street
Berkeley, Calif., 94702

Minami, Mrs. Atsumi K., 20L-III
1822 10th Ave.
San Francisco, Calif., 94122

Olken, Mr. Hyman, 20LbIII
2830 Kennedy Sy.
Livermore, Calif., 94550

Pfingsten, Mr. Charles T., 20CV
Box 2169
Stanford, Calif., 94305

Plotkin, Mr. Jack, Chief., 20SIII
Circulation Div.
Stanford University Libraries
Stanford, Calif., 94305

Purshottam, Dr. Natesaier, 20-VI-S
2803 Regent St.
Berkeley, Calif., 94705

Quay, Mrs. Ellen Lai-Fong, 20SV
2690 Great Highway, Apt. 202
San Francisco, Calif., 94116

Schiffer, Miss Rita E., 20MhIV
100 Vendome Ave., #3
Daly City, Calif., 94014

Webster, Mrs. Valerie G., 20CV
1024A Middle Ave. S
Menlo Park, Calif., 94025

Wilcox, Mr. Harold E., Supv, 20TIII
Tech. Library
United Technology Ctr.
P.O. Box 358
Sunnyvale, Calif., 94088

Williams, Miss Kathryn M., Ln. 20-I
Periodicals Section
San Jose Public Library
110 S. Market St.
San Jose, Calif., 95113

TRANSFER IN

Betz, Mrs. Carolyn A., 20L-V
2235 California St., #180
Mountain View, Calif., 94041

TRANSFER IN CONTINUED

Hughes, Mr. Paul J., 20SIII
2648 Los Amigos Drive B
Rancho Cordova, Calif., 95670

McDonnell, Mr. Richard D., 20MhIV
1283 W. McKinley Dr., Apt. 3
Sunnyvale, Calif., 94086

Mackie, Mrs. Rhoda M.L., 20L-III
1870 34th Ave. UT
San Francisco, Calif., 94122

Roughton, Miss Anne, 20-VI-S
2280 Pacific Ave.
San Francisco, Calif., 94115

Whitaker, Mrs. Elaine C., 20-VI-S
2114 Baker St.
San Francisco, Calif., 94115

Whitaker, Miss Lesley, 20L-III
122 Towne Terrace
Los Gatos, Calif., 95030

ADDRESS CHANGES

Broome, Mrs. Heather, C., 20MgIII
Lester Gorsline Associates B
1550 Tiburon Blvd.
Belvedere-Tiburon, Calif., 94920

Chow, Mrs. Oi-Young, 20MghIII
Planning Consultant
Hawaii State Library
478 South King St.
Honolulu, Hawaii, 96813

Cisinski, Mrs. Joan R., 20BIII
447 - 38th Ave.
San Francisco, Calif., 94121

Dlin, Mrs. E. Deborah, 20BIII
2800 Moraga St.
San Francisco, Calif., 94122

Fair, Mrs. Judy H., 20L-III
45 Newell Road #219
Palo Alto, Calif., 94303

Farrell, Mrs. Lois C., 20L-V
3141 Franklin St., Apt. 5
San Francisco, Calif., 94123

DRESS CHANGES CONTINUED

lo, Miss Mary A., 20L-V
730 E. 14th St., Apt. 311
n Leandro, Calif., 94577

azer, Mrs. Elizabeth H., 20L-III
52 Tanglewood Way
easanton, Calif., 94566

efler, Mrs. Barbara B., 20BIII
nicipal Reference Library
om 305, City Hall

omis, Mrs. Vera C., 20BIII
0 K Street
vis, Calif., 95616

borne, Mr. Herman C., Jr., 20SV
71 Payne Drive
s Altos, Calif., 94022

ens, Mr. George E.
3 Moreno Avenue
lo Alto, Calif., 94303

hiffer, Miss Rita E., 20MhIV
60 Green St., Apt. 1
n Francisco, Calif., 94133

epherd, Mrs. Sara P., 20M-V
stitute of Int. Studies Library
iv. of Calif., Library, 384
rkeley, Calif., 94720

dd, Mr. Fred W. 20L-V
35 Woodland Ave., Apt. 11
lo Alto, Calif., 94303

los, Mr. Peter C., Pres. 20L-IV
los Associates
40 Bancraft Way
rkeley, Calif., 94704

rheit, Dr. Israel A., 20L-III
M Corp. DP Div., Dept. 722 S
nterey & Cottle Roads
n Jose, Calif., 95114

, Miss Ida P.Y., 20-VI
54 W. Bayshore Rd. Apt. 20
lo Alto, Calif., 95112

REINSTATE

Gross, Miss Clara C., 20BIII
1551 Filbert St., Apt. 3
San Francisco, Calif., 94123

Ong, Mrs. Nancy, 20LbIII
Library
SEATO Grad. School of Engineering
P.O. Box 2754
Bangkok, Thailand

Sayer, Miss Mimi, Soc. Sc. & Business L
Library 20CIII
San Francisco State College
1630 Holloway Avenue
San Francisco, Calif., 94132

Stauffer, Miss Lillian R., 20CIII
2489 Ramona Street
Palo Alto, Calif., 94301

Swensen, Mrs. Betty J., Ln.
Ref. Dept.
Contra Costa County Library
1750 Oak Park Blvd.
Pleasant Hill, Calif., 94523

Whitney, Mrs. Josephine J., 20TIII
Engineering Library
United Airlines, Inc.
San Francisco International Airport
Calif. 94128

TRANSFER OUT

Mr. Donald V. Black
Mrs. Joanne E. Greenlee
Mrs. Sherrill R. Mann
Miss Margaret M. Roche

RESIGNED

Mr. Oscar R. Berger
Mr. Janusz Tyszkiewicz-Lacki

TEXAS

North Texas State University (Denton) 5
Our Lady of the Lake College (San Antonio) 5

WASHINGTON

University of Washington (Seattle) 10 3

WISCONSIN

University of Wisconsin (Madison) 10 4

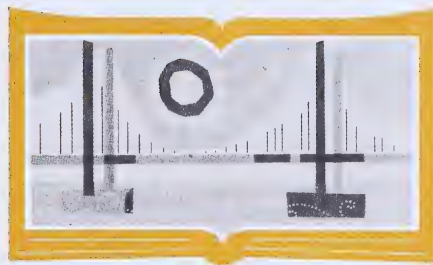
SPECIAL LIBRARIES ASSOCIATION BAY REGION CHAPTER THANKS THE SPONSOR OF
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Mrs. Isabella Lyon Nestor, Ln.
Crocker-Citizens Nat. Bank
79 New Montgomery St.
San Francisco, Calif. 94120

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

September 1967

No.1

Vol. 38

This issue of the Bulletin is sponsored by EBSCO - National Magazine Company, 1366 Sutter Street, San Francisco, California 94109. (415) 775-8338.

PRESIDENT'S MESSAGE

The programs and other events planned for the coming year will continue to stress the common interests and interdependence of the various fields of librarianship and information science. A number of joint meetings are being planned featuring outstanding speakers with varied backgrounds who will discuss topics which we feel have the broadest application or significance to all types of libraries.

In this manner our professional organization fulfills its primary purpose of providing the means by which significant activities and developments in the field are brought to the attention of members.

New and stimulating ideas to promote recruitment and enhance our professional image are also an integral part of the program planned for the coming year.

Professional organizations, however, do not run themselves. On both the local and national level there are day to day details that must be accomplished in order that the association may continue to function efficiently. At National Headquarters much of this is handled by a paid staff, some of it by our elected officers and their appointed staff - professionals giving their time and experience in handling essential administrative details.

In the year ahead all members will be called upon, as professionals, to assist in resolving the financial problems of Headquarters. These, in part, have come about through attempting to run a national association on a budget more appropriate to the 1940's than the 1960's. Among the remedies to be considered will be an increase in membership dues which, if approved, would be effective in 1969.

We are confident that the membership of the San Francisco Bay Region Chapter, appreciating both the tangible and intangible benefits which we derive from our national professional organization, will guarantee the increased strength and stature of the Special Libraries Association.

Mark Baer

Editor

Margaret M. Craig
Falconer Biology Library
Stanford University Libraries
Stanford, California 94305

Advertising Manager

Gwyneth M. Heynes
Friden, Inc.
2350 Washington Ave.
San Leandro, California

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As noted in the Secretary's minutes for the August 14th meeting of the Executive Board and Advisory Council (see p.5), we plan to continue featuring articles in this Bulletin about libraries of chapter members in outlying areas. We would like to add to that policy the idea of featuring libraries that have recently been formed, or that have recently hired their first Professional Librarian. This month, on p.3 - just opposite - we have a brief description of a library in the latter category.

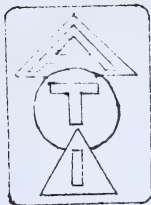
Your Bulletin editor would welcome any suggestions or ideas you members might have to implement these plans - or any other material you might wish to submit for publication. Please drop me a note at the address listed above if you do have ideas, or if you are a telephone-talking-type call me at (415) 231-2300 ext 2428 or 2429. If you are verbally oriented I'll be around at the chapter meetings with open ears

JOHN COTTON DANA LECTURE

The John Cotton Dana Lecturer will be Dr. L.H. Linder, Manager, Technical Information Services, Electronics Group, Philco-Ford, Aero Neutronic Division, Newport Beach, California

The lecture will be held at the University of California Library School from 1-2 p.m. Thursday, November 2, 1967. The title of the lecture is:

"THE RISE OF CURRENT COMPLETE NATIONAL BIBLIOGRAPHIES"



APPLIED
TECHNOLOGY
INCORPORATED

3410 Hillview Avenue
Stanford Industrial Park
Palo Alto, California • 94304

Area Code: 415 321-5135 • Cable Address: APTEC • FAX: FDV

TECHNICAL INFORMATION CENTER

The Applied Technology Technical Information Center was originally conceived to handle a mass of Vendor and Military Specification data. At this point, the Technical Information Center was merely a collection and collation area, serviced part time by an Engineering Secretary. Applied Technology's total personnel complement was two hundred and fifty.

Applied Technology currently employs approximately 1500 people. Additionally, Applied Technology is interested in a wide spectrum of Electronic Devices. These two factors have stimulated substantial Technical Information Center growth. A qualified Technical Librarian (MSL) and a staff of experienced persons provide an alert information retrieval system. Co-operation with and from the local universities, research centers, government facilities, and other Peninsula industrial companies enhance ATI's ability to retrieve literature. Memberships with the Special Libraries Association, Inter-Library Loan, the Book Exchange and the American Management Association have also proven themselves effective information and data sources.

The Technical Information Center is located in ATI Building 1, Stanford Industrial Park, Palo Alto. Additional Technical Information Center personnel are located in other of Applied Technology's seven building complex to afford maximum service efficiency.

DUPLICATE EXCHANGE LISTS

The deadline for lists of duplicates will be Monday, October 23. Please send 30 copies to the Chairman. To save postage, please type lists single space, as compactly as possible, on both sides of "8 1/2 x 11" paper.

Want lists need not be accompanied by offers. Mention should be made of how long material will be kept before being discarded.

Sets of lists will be sent to all contributors, and to any other libraries who request them by October 23. The chapter is paying postage for the lists. Libraries are responsible for refunding postage (in stamps of usable denominations - 5 cents or lower) for mailing of publications.

To receive lists send your name and address on a gummed label to:

Doris Lanctot, Chairman
Bechtel Corporation
P.O. Box 3965
San Francisco, California 94119

* * * * *

SPECIAL LIBRARY ASSOCIATION/ SAN FRANCISCO BAY REGION CHAPTER

September meeting: TOTAL SYSTEMS APPROACH TO SERIALS CONTROL

Date: Thursday, September 28, 1967

Place: Villa Chartier, 4060 El Camino Real, San Mateo. Turn off Bayshore highway at Hillsdale overpass and drive west to El Camino; South on El Camino to the Villa parking lot.

Time: 5:30 p.m. cocktail hour
6:30 p.m. dinner \$4.50 West Winchester Room

7:30 p.m. program

Mr. Gerald D. Newton, systems analyst at the University of California, Davis, will discuss the Davis total system of serials control. It will largely be an analysis of the system and its implementation. You may want to come prepared for the question period at the end of the discussion.

Your reservations should be in by September 25th, to Mr. Ray Brian, 25 Amethyst Way, San Francisco, California 94131

**A COMPLETE LIBRARY
PERIODICAL
SUBSCRIPTION SERVICE**

A black and white photograph showing a large pile of various magazines and journals scattered across a dark surface. The titles visible include LOOK, TEACHER, HOLIDAY, Mathematics of Composition, British Plastics, Arctic, Quaker Review, Physics Abstracts, Boating, FORBES, Cliché, TENNIS, Wireless World, Rhythmic Work, and CHEMICAL ABSTRACTS. Some covers feature portraits or illustrations.

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Inc. 

EBSCO—National Magazine Company

QUALITY INFORMATION STORAGE AND DISPLAY FURNITURE

DELUXE MAGAZINE RACKS

Made of Grecian perforated steel, finished with a durable hi-baked eggshell white enamel and features hinged side panels of Walnut grained vinyl-clad steel. Attractive and functional. No assembly necessary.

STYLE 1273 (3 shelf)
Size: 46" H, 27½" W, 15" D
Weight: 23 lbs.
Price: \$32.95

STYLE 1223 (3 shelf)
Size: 46" H, 22" W, 15" D
Weight: 21 lbs.
Price: \$29.95

STYLE 1226 (6 shelf)
Size: 46" H, 22" W, 22" D
Weight: 39 lbs.
Price: \$35.00—SPECIAL



DELUXE STYLE 1223

ECONOMY MAGAZINE RACKS

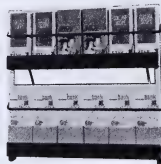
Electronically welded for maximum strength, finished with chip-resistant hi-baked black enamel and has mar-proof plastic tips. No assembly necessary.

STYLE: 24MF (2 shelf)
Size: 24" H, 25" W, 13" D
Weight: 17 lbs.
Price: \$21.95

STYLE: 30MF (3 shelf)
Size: 44" H, 22" W, 13" D
Weight: 24 lbs.
Price: \$24.95

VULCAN SUPER-DELUXE MAGAZINE RACK

A quality magazine rack built for the quantity magazine user. The model #1344 is 34½" wide by 45" high and 12" deep. Shelving is Ivory in color (Baked on enamel), with Walnut Grained Vinyl-Clad steel end panels. Electronically welded for maximum strength. A four shelf unit, made mobile with Shepherd Casters. Weight: 70 lbs. Price: \$64.95.



STYLE 2262C

VULCAN LITERATURE RACKS

Heavy gauge cold-rolled steel, with shelf fronts of Walnut Grained Vinyl-Clad steel. Eggshell White enamel finish. Each shelf fitted with a brass plated pressure bar, and snap-on plastic dividers. Shelf depth is 1". Available in four models.

STYLE 2434F (4 shelf pedestal)
Size: 60" H, 43" W, 14" D
Weight: 47 lbs.
Dividers: 36 included
Price: \$40.95

STYLE 2264W (4 shelf wall)
Size: 48" H, 26" W, 6" D
Weight: 27 lbs.
Dividers: 20 included
Price: \$25.95

STYLE 2264F (4 shelf pedestal)
Size: 60" H, 26" W, 14" D
Weight: 30 lbs.
Dividers: 20 included
Price: \$29.95

STYLE 2262C (2 shelf counter)
Size: 22½" H, 26" W, 9" D
Weight: 14 lbs.
Dividers: 10 included
Price: \$16.95

Extra clear-plastic shelf dividers: \$.10 each

SUPER DELUXE STYLE 1344



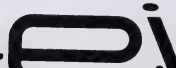
STYLE 2264F

EBSCO—NATIONAL MAGAZINE CO.

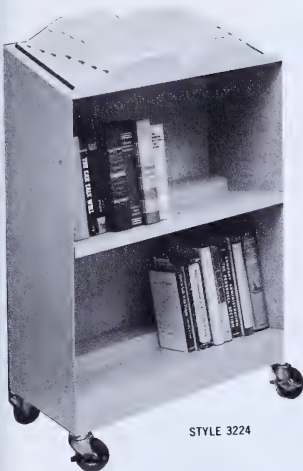
1366 Sutter Street
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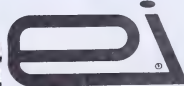
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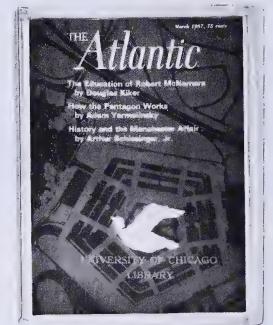
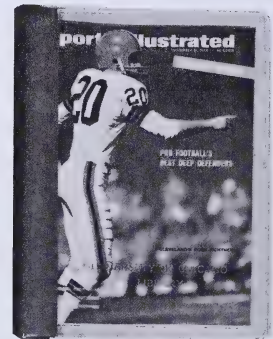
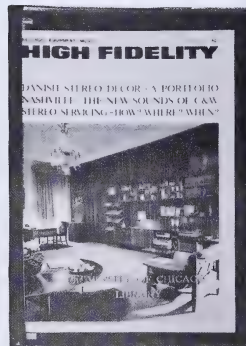
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SPECIAL LIBRARIES ASSOCIATION SAN FRANCISCO BAY REGION CHAPTER
MEETING OF EXECUTIVE BOARD AND ADVISORY COUNCIL
August 14, 1967

Attendance:

Mark Baer
Barbara Ivantcho
Marian Wickline
Martha West
Jeanne North
Alyce Mackin
Ray Brian

Margaret Craig
Gwyneth Heynes
Marjorie Griffin
Lorraine Pratt
William Petru
Georgia Lyke
Judy Fair

Mark Baer, Chapter President, opened the meeting at 7:55 p.m. at the Castaway Restaurant in San Mateo by distributing revised pages for the procedure manual. The changes concerned the appointment and responsibility of the Circulation Manager, changes which had been approved by the Board at the last meeting, and minor rewording of the procedures for the Education Chairman. Mark reminded those present to send all suggested changes to Jeanne North during the coming year. He requested that Mrs. North critically examine the complete manual to ascertain that all instructions concerning relationships of one committee with another are given in the procedures for both committees.

Robert Vosper of UCLA has been asked to be our speaker, preferably at the October meeting, on plans for automation. Mark Baer requested a motion that the Chapter should offer to pay Mr. Vosper's air fare to San Francisco if he accepts the speakership invitation. Bill Petru so moved. The motion was seconded by Ray Brian and approved by the Executive Board.

The President requested reports from the committee chairmen.

Mrs. Margaret Craig, Bulletin Editor, said she wants to continue the policy of last year's editor of having articles about libraries of chapter members in outlying areas, such as the story on the libraries of Hawaii in last year's bulletin. Mrs. Craig said she felt there was an inner core in the Chapter, and members outside that core did not have a true sense of belonging. She hopes that the bulletin articles can help to overcome this.

The Advertising Chairman, Mrs. Gwyneth Heynes, reported that she expects to have the four bulletin sponsors from last year as sponsors again this year. These were National Magazine, Perry Davis, Foster and Futernick, and Stacey's. She hopes to obtain one more, which will allow five bulletin issues this year.

Marjorie Griffin indicated that the Consultant Service is producing results. She said that this year it has already been announced that one new professional library will be established in San Francisco and this is through the Service's efforts.

Lorraine Pratt, Employment Chairman, questioned the value of the Employment Committee's work. She said there are many applicants and few positions. Many of the applicants are not qualified. The chairman's work takes considerable time and produces few results. She wants to study the whole picture this year. Jeanne North said she felt the Chapter must have an employment chairman because other chapters do and they would expect to be able to refer requests to our

employment chairman. Ray Brian said our own chapter members needed someone to refer requests to, also. Martha West questioned service to non-members.

Mrs. Barbara Ivantcho, Membership Chairman, said she wants her committee to have close contact with the Hospitality and Employment committees. She said that one organization that does not have a professional librarian has a sustaining membership in SLA. It was suggested that information about this be given to the Consultant Service Chairman.

The Nominating Committee Chairman, Bill Petru, has no committee as yet. He requested suggestions for possible nominees for Chapter officers.

Mrs. Alyce Mackin, Program Chairman, distributed copies of a possible program list for the year. There was a discussion about the possibility of a Saturday meeting at the Santa Cruz campus of the University of California and a special business meeting, probably non-dinner, in January to allow membership discussion of dues increase and other Association business. Martha West suggested that chapter members who are on Association committees might explain their committees' work to emphasize the Association's needs for funds. It was suggested that Alleen Thompson might give an overall view for the Association.

Alyce Mackin told of a recent article in peninsula newspapers about public libraries and her correspondence with the editor concerning a possible article about special libraries. She gave the editor's reply to Georgia Lyke, Public Relations Chairman, who will look into the possibilities for papers in other areas, also.

Mrs. Judy Fair, Recruitment Chairman, recommended that the Recruitment Committee be a continuing committee because not enough can be accomplished in one year. Her plans cover recruitment for SLA and recruitment for the profession. She would like to see something more exciting than the recruitment tea that the Chapter has had on the UC campus annually in recent years. She would also like to see recruitment activities at the high school level, preferably at career fairs where there can be educational displays and quiet conversation with interested students. She feels that a film would aid recruitment activities.

This concluded the committee reports. Marjorie Griffin asked if the Council members felt that there would be interest in a computer course similar to the one given by IBM in San Francisco a few years ago. There would be no charge for the course. The members felt that such a course would undoubtedly be over-subscribed. Marjorie hopes to arrange such a course for this fall.

The meeting adjourned at 10 p.m.

Respectfully submitted,
Marian Wickline
Secretary

This year the Recruitment Committee has plans -- grand, wild, and a little unique. Can you picture a beer bust instead of a tea? How about a "happening" featuring all the chapter members as real people, not stereotypes, in a setting where students from high school seniors to grad school drop-outs could actually converse with the librarians? These are just two of our madcap, zany ideas. The Committee's motto is "CHANGE THE IMAGE" and these two events should help to do that very nicely; we would like to ask for your help as well.

Please fill in (fill out, check off) the questionnaire and send it back to us. We would like to know your name as well as the other data; just skip the questions you feel are too nosy. Also, please feel free to volunteer suggestions, favorite ideas, and services. There's still space available on this committee and we'd be delighted to have you.

THE QUESTIONNAIRE:

To be returned to Judy H. Fair
 Government Document Division
 Stanford University Libraries
 Stanford, California 94305

Name _____ Phone number _____

Library _____

The most exciting aspect of your job, or why you do it _____

What you would be if you could be anything at all (other than rich and famous) _____

We all have special things to do when we're not drudging away in the mill.

Do you: Hike _____ Bowl _____ Ski _____ Play tennis _____ Touch football _____

Softball _____ Ride horses _____ Climb mountains _____ Camp _____ Knit _____ Read _____

Cook _____ Garden _____ Sail _____ Golf _____ Sky-dive _____ Water-ski _____

Fish & Hunt _____ Sew _____ Paint _____ Sculpt _____ Compose music or poetry _____

Sing _____ Play a musical instrument _____ Which one _____

Have dogs, cats, or other (please specify) _____ Drive a sports car _____

Like plays better than movies _____ Like movies better than plays _____

What have we left out? _____

Try to convince the Committee you're unique in 25 words or less. Tell us why you're different from other special librarians (who are all special, let's face it!)

Your favorite reading is non-fiction_____ fiction_____ light stuff_____ heavy philosophy_____ Other_____. Recent title read and enjoyed_____

Your most unfavorable politician is _____

Your favorite school of art is _____

Your favorite causes are: Civil rights_____ Conservation_____ Drugs_____ Peace_____

Refugees_____ Capital punishment_____ Vietnam_____ Population control_____

Indians_____ Other_____

Your talents which would be of the most service to the Committee are:

Posters_____ Slogans_____ Arrangements_____ Ideas_____

What we have tried to do, by means of these questions, is to talk to you and find out what you're like and how you think, since we haven't time to talk to each person at great length. You will be hearing more from us, however, about how you can help the Committee continue its struggle to bring the image of the librarian out of the dim, dismal stacks and smashing into the public view.

P.S. If you can't find an envelope and a stamp for this, just bring it to the first chapter meeting -- we'll be there.

MEMBERSHIP CHANGES

NEW SUSTAINING MEMBER

Tempress Research Co.
Attn: Library
566 San Xavier Ave.
Sunnyvale, Calif. 94086

Address change

Applied Technology Inc.
Attn: Miss Mary C. Truher
3410 Hillview Ave.
Palo Alto, Calif. 94304

NEW MEMBERS

Bates, Mrs. Elizabeth R., 20UIII
2843 Alma Street
Palo Alto, Calif. 94306

Berg, Mr. Joel M., 20-VI-S
1811 6th Ave.
Oakland, Calif. 94606

Chambers, Miss E. Gailey, 20/17CV
4103 Chester Ave.
Philadelphia, Pa. 19104

Griffith, Mrs. Leah Ann
103 S. Virginia Ave.
Campbell, Calif. 95008

Grundig, Mrs. Margaret H.
43 N. 5th Street
San Jose, Calif. 95112

Harding, Mrs. Imbi H.
1133 "D" Hearst Ave.
Berkeley, Calif. 94702

Hinrichs, Mrs. Mary D., Chief Ln., 20JIII
Hawaii Newspaper Agency Library
P.O. Box 3350
Honolulu, Hawaii 96801

Kelley, Miss Myrna A.
McKinsey & Co., Inc.
100 California St.
San Francisco, Calif. 94111

Shamberger, Mr. Douglas E.
1259 Park Ave., Apt. 17
San Jose, Calif. 95126

NEW MEMBERS CONTINUED

Sunderland, Miss Noreen M.
P.O. Box 8573
Reno, Nevada 89507

Truher, Miss Mary C., 20L-V
495 Alviso St., Apt. 6
Santa Clara, Calif. 95050

Zais, Mrs. Harriet W.
3121 College Ave., Apt. 2
Berkeley, Calif. 94705

TRANSFER IN

Roberts, Mrs. Justine T., 20SV
152 Sycamore Ave.
Mill Valley, Calif. 94941

Shaw, Dr. Ralph R., 20II
P.O. Box 5426
Honolulu, Hawaii 96814

Slaughter, Miss Vera, 20EIII
Fine Arts Dept. 0
Oakland Public Library
125 14th Street
Oakland, Calif. 94612

Welch, Mrs. Angeline M., 20L-III
P.O. Box 43
San Ramon, Calif. 94583

Zaehringer, Mr. David J., 20CIII
1777 Woodland Ave., Apt. 33
Palo Alto, Calif. 94303

ADDRESS CHANGES

Dible, Mrs. Joan B., 20SV
P.O. Box 2997
Stanford, Calif. 94305

Gross, Miss Clara C., 20BIII
1717 Oxford St., Apt. 104
Berkeley, Calif. 94709

Liebreuz, Mrs. Caroline W., 20L-III
215 Theresa St.
San Francisco, Calif. 94112

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Roust, Mr. Norman L., Res. Ln., 20TV
Hexcel Products Inc. P
11711 Dublin Blvd.
Dublin, Calif. 94566

REINSTATE

Barrett, Miss Deborah D., 20M-V
c/o V. Martin
60 Richardson Rd.
Kensington, Calif. 94707

Critchlow, Mrs. Flora, Chief Ln., 20BIII
V.A. Hospital
Livermore, Calif. 94550

Harris, Mr. Aaron, Mgr., 20L-III
Library
IBM Corp., Res. Lab.
Monterey & Cottle Rds.
San Jose, Calif. 95114

Headley, Miss Ava D., 20L-III
1140 Monarch Lane, Apt. K
Pacific Grove, Calif. 93950

TEMPORARY ADDRESS

Yerke, Mr. Theodor B., 2EIII
54 Garfield No.3
Cambridge, Mass. 02138

TRANSFER OUT

Mr. Joseph J. Armon
Mrs. Lois C. Farrell
Mrs. Margaret-Jean Hooper
Miss Susan L. Jackson
Mrs. Daisy W. Kronberger
Mr. Thomas Kronberger
Mrs. Hannah R. Kuhn
Miss Roberta Purdy
Miss Marjorie A. West

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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

November, 1967

No.2

Vol. 38

This issue of the Bulletin is sponsored by FOSTER & FUTERNICK CO., INC., Bookbinders, 444 Bryant Street, San Francisco, California. Telephone:392-2048.

CALL FOR NOMINATIONS FOR THE 1968 SLA PROFESSIONAL AWARD and the SLA HALL OF FAME

Chapters, Divisions, and individuals are invited to present nominees for the SLA Professional Award and the SLA Hall of Fame. Nominations must reach the Committee Chairman by January 8, 1968. It would be helpful to the Committee if nominations are submitted as early as possible, and they should be submitted in as full detail as possible on one of the appropriate forms included on the pages following this announcement.

Care should be taken to study the purpose and distinctions of the two awards, as the criteria are different for each award.

SLA PROFESSIONAL AWARD

The SLA Professional Award, the highest recognition granted by the Special Libraries Association, is awarded only after considering all significant contributions made to librarianship and information science.

The definition of the SLA Professional Award, approved by the Board of Directors, is as follows:

The SLA Professional Award is given to an individual or group, who may or may not hold membership in the Association, in recognition of a specific major achievement in, or a specific significant contribution to, the field of librarianship or information science, which advances the stated objectives of the Special Libraries Association. The timing of the Award shall follow as soon as practicable the recognized fruition of the contribution.

Editor

Margaret M. Craig
Falconer Biology Library
Stanford University Libraries
Stanford, California 94305

Advertising Manager

Gwyneth M. Heynes
Friden, Inc.
2350 Washington Ave.
San Leandro, California

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SLA HALL OF FAME

In documenting nominations, the following criteria for eligibility to the SLA Hall of Fame adopted by the Board of Directors on June 7, 1964, should be remembered:

SLA Hall of Fame election is granted to a member or a former member of the Association near the close or following completion of an active professional career for an extended and sustained period of distinguished service to the Association in all spheres of its activities (Chapter, Division, and national levels). However, prolonged distinguished service within a Chapter, which has contributed to the Association as a whole, may receive special consideration.

The basic purpose of the SLA Hall of Fame is to recognize those individuals who have made outstanding contributions to the growth and development of Special Libraries Association over a period of years.

SLA Professional Award and Hall of Fame
Committee

Frank E. McKenna
Herbert S. White
Charles H. Stephens
Mrs. Charlotte S. Mitchell

Alleen Thompson, Chairman
Library, MC 328
Nuclear Energy Division
General Electric Company
175 Curtner Avenue
San Jose, California 95125

Please mail to:

Nominations close on
January 8, 1968

Miss Alleen Thompson
Librarian, MC328
Nuclear Energy Division
General Electric Company
175 Curtner Avenue
San Jose, California 95125

1968 SLA PROFESSIONAL AWARD

GUIDE FOR SUBMITTING INFORMATION ON A NOMINEE

NAME OF NOMINEE FOR SLA PROFESSIONAL AWARD

ADDRESS

BRIEF BIOGRAPHICAL SKETCH

SPECIFIC MAJOR ACHIEVEMENT IN, OR SPECIFIC SIGNIFICANT CONTRIBUTION TO, THE FIELD
OF LIBRARIANSHIP OR INFORMATION SCIENCE (Supporting data may be appended)

Submitted by:

_____ Chapter

_____ Division

Date submitted _____

(Name, if presented by
an individual)

Please mail to:

Nominations close on
January 8, 1968

Miss Alleen Thompson
Librarian, MC328
Nuclear Energy Division
General Electric Company
175 Curtner Avenue
San Jose, California 95125

1968 SLA HALL OF FAME

GUIDE FOR SUBMITTING INFORMATION ON A NOMINEE

NAME OF NOMINEE FOR SLA HALL OF FAME

ADDRESS

BRIEF BIOGRAPHICAL SKETCH

RESUME OF SPECIFIC CONTRIBUTIONS TO THE GROWTH AND DEVELOPMENT OF SPECIAL
LIBRARIES ASSOCIATION (Indicate dates, when possible)

APPROXIMATE NUMBER OF YEARS OF SLA MEMBERSHIP

YEAR OF RETIREMENT OR YEAR OF ANTICIPATED RETIREMENT

Note: If the nominee is deceased, please submit the above information which is
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Submitted by:

_____ Chapter

_____ Division

Date submitted _____

(Name, if presented by
an individual)

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The American Management Association presented a course titled Fundamentals of Company Library Management on September 11th through 15th. Three members of the San Francisco Bay Area S.L.A. Chapter were guest speakers: Marjorie Griffin, Librarian, Advanced Systems Development Division, International Business Machines Corp., San Jose; Lorraine Pratt, Manager, Library Services, Stanford Research Institute, Menlo Park; and Elizabeth B. Roth, Chief Librarian, Standard Oil Company of California, San Francisco. A brief description of the aims of this course follows:

The company library has long been regarded as a valuable corporate function. Yet it is confronted by a remarkable paradox. Ask a manager *why* his firm's library is of value, and he's likely to feel himself on shaky ground. The fact is that management has, to a considerable extent, failed to treat the company library as an integral part of the over-all business operation — whereas it must become precisely that if it is to function effectively.

This means you should probably be asking yourself some key questions about your own library operation. A good library can save your company money, time and work — but it will save you nothing if it functions in a vacuum. Is there effective two-way communication between management and your company librarian? Has your librarian been made aware of the plans and problems of every group in the firm, so that their information needs will be fully understood and anticipated? Is there a steady "input" of information requests to help keep the library's capabilities up to date? Similarly, what is the librarian's responsibility in promoting library services throughout the company? The finest collection of material is of little value unless those who need it know it's available.

The crux of the problem is this: how to transform the company library concept from that of a "nice convenience" to its acceptance as a vital, profit-oriented information center? Anyone who is skeptical of a company library's capabilities need only consider the following:

1. It can help management run the company by providing practical information — faster and less expensively than any other source. Every time you make a decision, you need facts — facts which could probably be found in the variety of handbooks, catalogs, magazines and books scattered throughout your company's offices. The library can *unscatter* these and organize them for instant retrieval of the information you need.
2. It can cut costs considerably by eliminating the duplication of research efforts. Consider the engineer who spent thousands of dollars and several weeks on a problem, only to find that it had been solved earlier by someone in another department.
3. The company library can often eliminate altogether the need for a costly outside research project. The wealth of data that a comprehensive, well-organized library can deliver will frequently serve you every bit as well as a highly-paid consultant.

These attributes are what management should expect of the library function — but they demand a thorough knowledge of library planning and organization, and a full understanding of the responsibilities of both management and the librarian. This is why AMA has established a new Course which examines the full range of requirements and methods in successful library operation. Entitled **FUNDAMENTALS OF COMPANY LIBRARY MANAGEMENT**, this session is designed for corporate librarians and managers with administrative responsibility for the library function. The Course will meet for the first time September 11-15, 1967, at AMA Headquarters in New York City.

Here, leading authorities in the field will answer the key questions about management's and the librarian's responsibilities in administering the library operation. How should management select the librarian — what are the professional and personal qualifications for the job? How do you encourage management interest and support . . . and motivate the librarian to provide the best possible service?

And, on the other hand, how must the librarian relate to management? What is his responsibility in applying his knowledge of his field to the specific needs and problems of the company? What obligations do management and the librarian share in preparing the library for automation, and what modern techniques for work simplification and information retrieval should you be considering *now*?

Lorraine Pratt spoke on "The Librarian's Responsibilities"

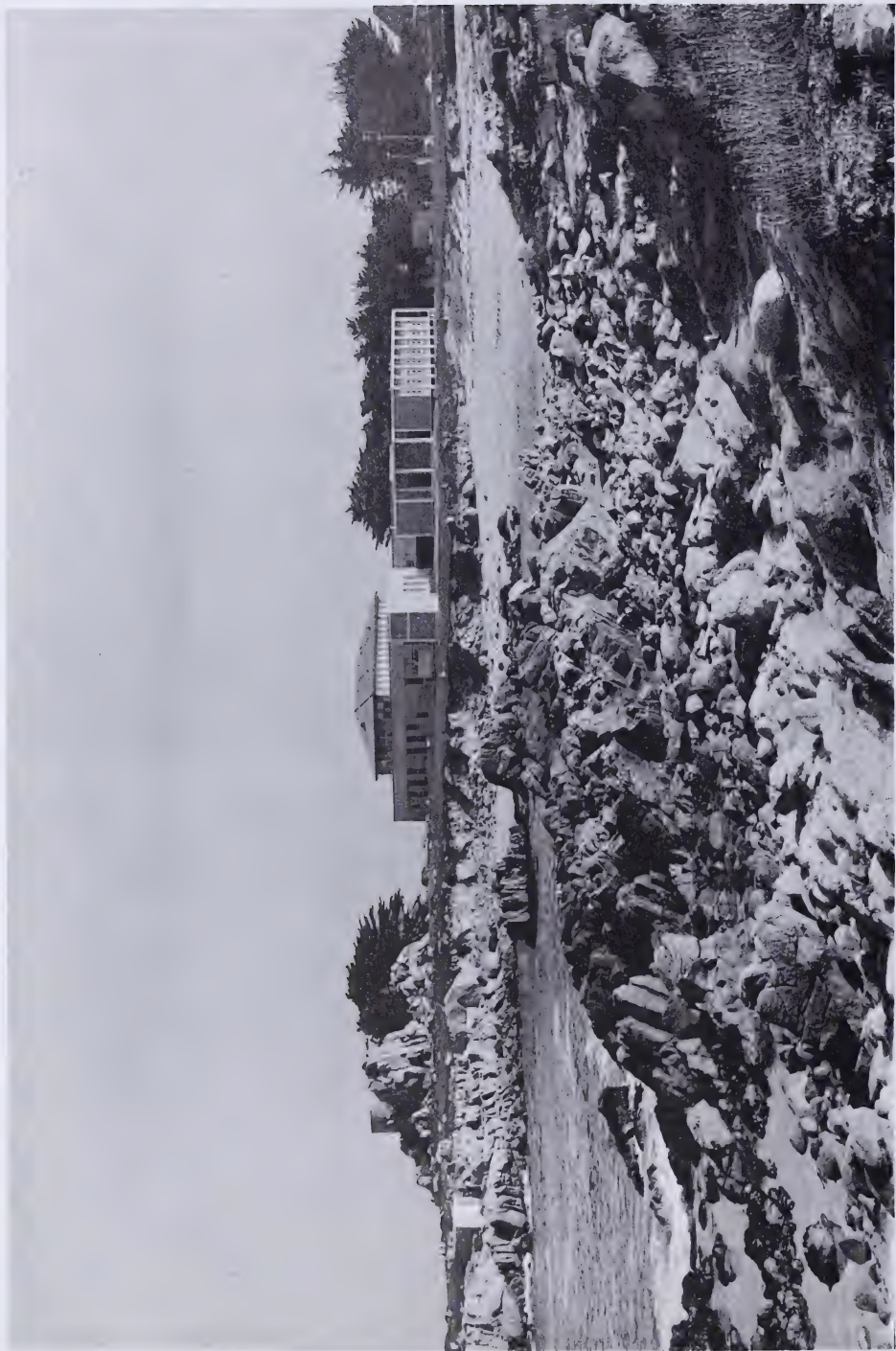
- A. As a Manager - Essential qualities of the librarian-administrator; Place in the organization chart; Directing and Coordinating the library program; Budgeting and cost controls; Working with management.
- B. As a Supervisor - Personnel selection, training and development; Establishing standards of performance; Motivating the professional and the non-professional worker.
- C. As a Technician - Putting knowledge to work; The art of promoting and disseminating information; Anticipating the user's needs and requirements; Establishing, implementing, and developing library services.
- D. As a Professional - The need for self-development; The importance of attitude; Recognition of professional obligations; Ethical responsibilities to the corporation.

Elizabeth B. Roth spoke on "The Art of Communication".

- A. Public Relations (Internal) - Selling the library; "Overcoming" a reluctant management; Working with the nonconformist and the "problem client"; Orienting the new employee; The need for "follow-up."
- B. Public Relations (External) - Interlibrary cooperation; Representing the corporation; Serving outside organizations. Who? To what extent?
- C. Communication media. 1. The written word - news briefs; abstract bulletins; accession lists; Library handbook. 2. Direct contacts. 3. Librarian's attendance at staff meetings.

Marjorie Griffin spoke on "The Impact of Automation on the Library with Consideration of the Computer in Information Retrieval".

- A. Advanced systems, Techniques, and Equipment.
- B. Closed-circuit TV
- C. EDP Output and Display Techniques.



The Hopkins Marine Station from the rocky Pacific Grove coast line



A LIBRARY OVERLOOKING MONTEREY BAY

Hopkins Marine Station Library,
Pacific Grove, California

Dr. David Starr Jordan, on becoming Stanford University's first President, pressed for the establishment of a marine biological research institution as part of the new University. The Pacific Grove site was chosen, and the land given by the Pacific Improvement Company. Timothy Hopkins, a friend of Dr. Jordan and son of Mark Hopkins, endowed the Station in its early years. It was established in 1892 on what is now Lover's Point in Pacific Grove, moving to its present location on Cabrillo Point in 1917. It is the oldest marine station on the Pacific Coast and the third oldest in the United States. The site is generally acknowledged to be one of the finest in North America, with year round access to an exceptionally rich intertidal fauna and flora. Opportunities for oceanic biological studies present themselves in the very deep Monterey submarine canyon, only a few miles north of the Station.

Dr. John Phillips, Jr. is the Director of the Station. Research and teaching activities involve six full time resident faculty, three emeriti, approximately twenty graduate students, and up to fifteen visiting investigators. The intensive spring and summer courses have up to 150 registered students. These courses include marine algae, marine invertebrates, marine ecology, comparative embryology, comparative biochemistry of marine organisms, phytoplankton and physiology of algae.

In addition, a Program in Biological Oceanography utilizing the research vessel 'Te Vega', a 135 ft., two-masted, steel-hulled schooner, provides graduate training in this field. Currently the Program is concentrating on studies in the Eastern Tropical Pacific. In addition a 40 ft. launch is available for Monterey Bay studies.

In order to support these activities a biological library of considerable scope is a necessity. The collection consists of some 12,000 volumes of monographs and periodicals and, in addition, a large reprint collection. About 300 periodical titles are currently received, half of them as gifts.

Subjects covered, in addition to those indicated in the list of summer courses, include microbiology, oceanography (mostly biological, but some physical and chemical), and vertebrates (mostly fish literature, but with a very little on marine mammals or birds). The fact that the Station is a long-established one has meant that the collection is strong in historical material.

Major bibliographical tools include complete sets of Zoological Record, Biological Abstracts, Chemical Abstracts, and Oceanic Index. Special collections are the F.M. MacFarland Opisthobranchiate Molluscan Library and the G.M. Smith Algae Reprint Collection. The library also acquired most of the biological library of the late E.F. Ricketts, friend and collaborator of John Steinbeck, and portrayed in the latter's novel "Cannery Row" as 'Doc'.

A type of serial publication of special importance to a library of this nature is the expedition report. Many of the results of oceanographic and marine biological research are published in series, usually named after the vessel concerned. This library has complete sets of the 'Challenger', 'Discovery', 'Siboga', and other expeditions.

A core collection is maintained aboard the 'Te Vega' consisting of physical, chemical, and biological oceanography, with additional identification keys for species or other supplementary material added according to the objectives of the particular cruise.

With regard to organization, the Marine Station functions as part of the Department of Biological Sciences of Stanford University, and the Hopkins Marine Station Library is part of the Science Division of the Stanford University Libraries. Library materials are selected by the Librarian and faculty of the Marine Station. Book procurement and cataloging are done by staff in the Stanford Main Library. Since October 1, 1966, all new materials have been cataloged according to the Library of Congress classification system; prior to that date Dewey was followed.

The library is staffed by a full time Professional Librarian, and a half-time Library Assistant. It is available to outside users by appointment and through the Inter-Library Loan system. Photocopy facilities are available together with a microfilm reader-printer.



The 'Te Vega' under sail

Finally a note about the setting. The library occupies 2400 sq.ft. on the second floor of the Jacques Loeb Laboratory and enjoys a commanding view of the curve of Monterey Bay, from Lover's Point to the Santa Cruz Mountains. The Board of Trustees of Stanford University have recently approved plans for developing additional facilities at the Station. Some of the older buildings will be replaced, and the library will be re-housed in greatly expanded quarters. Meanwhile pelicans and cormorants perch on offshore rocks and the rare Sea otter is usually found in the vicinity. The scene is periodically enlivened by the appearance of Mexico-bound Gray whales close inshore, or, even more dramatic, a pod of awesome Killer whales.



Alan Baldridge, Librarian
Hopkins Marine Station
Pacific Grove, California

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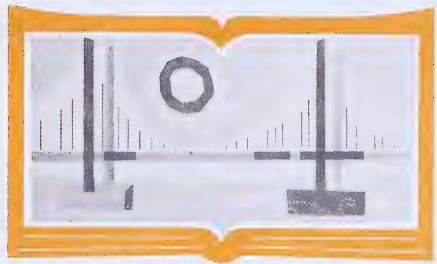
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BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

January 1968

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SPECIAL LIBRARIES ASSOCIATION SAN FRANCISCO BAY REGION CHAPTER
SPECIAL BUSINESS MEETING OF THE MEMBERSHIP
January 4, 1968

At a special evening meeting in the auditorium of Shell Development Company in Emeryville, Alleen Thompson, recent past president of SLA, discussed SLA's financial situation.

The SLA Executive Board voted in June, 1967 to accept a proposal which includes a dues increase to \$30 for associate, active and affiliate members. Dues for the other membership classes will be increased also. To become effective this increase must be approved by a two-thirds majority of the membership present and voting at the national conference in Los Angeles in June, 1968. The total dues increase will give the Association approximately \$60,000 additional funds annually.

Rent for the new headquarters location in New York is \$13,000 more than it was in the old location. An amount of \$8,000 to \$10,000 for salary increases is needed annually to keep the headquarters salaries competitive in the New York area. A study is underway on the feasibility of a new system for the New York office which is expected to cost \$6,000 to \$8,000. Its implementation would allow much-needed improvements in speed and clerical accuracy in the handling of subscriptions, dues, sales of publications, etc. Miss Thompson noted that all figures given above are approximate. In order to fund these additional Association costs, Alleen urged the chapter members to support the proposed dues increase.

Mark Baer, Chapter President, who will be attending the mid-winter meeting of the Advisory Council, then discussed the proposed membership qualification and classification changes. He requested a show of hands to determine the Chapter's preference for one of three alternatives: (1) make no changes whatsoever, (2) simplify the classification structure by eliminating associate membership, and (3) eliminate all educational and experience requirements to allow anyone who has an interest in the Association to become a member on payment of dues. The majority preference was for the second alternative.

This concluded the business of the evening.

Marian Wickline, Secretary

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JANUARY MEETING

USE OF INFORMATION SOURCES - INNOVATION AND INVENTION. Wednesday, January 31, 1968 at the International Inn, 326 South Airport Blvd., South San Francisco. Dr. John Allen Fitz, UCLA Program Coordinator for University Extension, will talk about Industrial Library Services and their development under the Federal-State Technical Services Act. Dr. Fitz, who is associated with the Institute for Library Research, and has obtained Federal Funds for his program, should stimulate interest in a similar program for Northern California. Cocktails: 5:30; Dinner: 6:30; Program: 8:00.

DUES

Barbara Ivantcho, Membership Chairman, wishes to remind everybody that SLA dues for 1960 are payable in JANUARY. Please note that membership ceases when dues are one month in arrears, so, send in your dues promptly, and save headquarters the overhead expense of changing membership records, and yourself the bother of receiving reminders and pleading notices from the membership chairman.

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INSTITUTE ON ANGLO-AMERICAN CATALOGING RULES

Our Chapter's Education Committee is jointly sponsoring an institute on CATALOGING WITH THE NEW CODE concerning problems in the use of the Anglo-American Cataloging Rules (Part 1, Entry and Heading). The sequence of lectures by Professor Seymour Lubetzky will occur on successive Saturdays: April 20, 27, and May 4, 1968; 9:00 a.m. to 4:00 p.m. at Frederic Burk School Auditorium, San Francisco State College. An announcement giving full details and a registration form is included with this issue of the Bulletin. A bibliography of recommended reading is to be sent to all registrants.

To those who may not have yet considered the importance and far-reaching impact of the new catalog code, we quote F. Bernice Field, Associate Librarian for Technical Services, Yale University Library.¹

"The more one studies the new rules, the more pronounced the contrast becomes, until finally the piecemeal approach of the ALA rules and the realization of how long we have lived with this system cannot but make us think how fortunate we are that Seymour Lubetzky bestirred the cataloging profession to long-overdue action on catalog code revision back in 1953 ...

"In summary, the logical pattern of the Anglo-American Cataloging Rules will make catalogs easier to understand, to explain, and to use than at present. The cataloging process will be more reasonable because the rules are based on principles that are clearly explained instead of on precedents; thus it will be easier for catalogers to decide on entries and forms of headings.

"... the rules will require catalogers to re-orient their thinking toward starting with a basic, general rule for each category of authorship or name instead of specific rules for each type of publication or name. But the greater ease in applying the rules and in using the entries which will result from them will to a considerable extent offset the adjustment that librarians, and especially catalogers, will have to make."

1. F. Bernice Field, "The New Catalog Code: the General Principles and the Major Changes," Library Resources & Technical Services, 10 (Fall 1966), 436.

CATALOGING WITH THE NEW CODE;

AN INSTITUTE ON PROBLEMS IN THE USE OF THE ANGLO-AMERICAN CATALOGING RULES:

PART 1, ENTRY AND HEADING

Sponsored by the San Francisco Bay Region Chapter of Special Libraries Association and the College, University and Research Libraries Division and Technical Services Division of CLA and other cooperating associations.

Time: Three Saturdays: April 20, 27, and May 4, 1968; 9:00 a.m. to 4:00 p.m.

Place: Frederic Burk School Auditorium, San Francisco State College

The Institute will consist of a sequence of lectures by Professor SEYMOUR LUBETZKY, School of Library Service, UCLA, assisted by a panel.

Registration: \$18.00 (includes attendance at all meetings and luncheons)

Prerequisites: The Institute is designed to further the education of technical services and reference librarians. The lecturer assumes attendees will have a knowledge and familiarity with the basics of cataloging and the construction of a catalog.

Registration DEADLINE: March 15. Payment must accompany registration form. Only personal registrations for complete series will be accepted. Registration form with payment should be sent to Mrs. Margo Westgaard, Assistant Librarian for Technical Services, San Francisco State College, 1600 Holloway Ave., San Francisco 94132.
Phone: (415) 469-1410

REGISTRATION

Date _____

Institute on Anglo-American Cataloging Rules
April 20, 27, and May 4, 1968

Name _____ Position _____

Library _____

Address _____ Zip _____

(Mailing address, if different) _____ Zip _____

Send to: Mrs. Margo Westgaard, Assistant Librarian for Technical Services,
San Francisco State College, 1600 Holloway Ave., San Francisco 94132

Make check payable to San Francisco Chapter, Special Libraries Association

DEADLINE MARCH 15

MINUTES OF
SPECIAL LIBRARIES ASSOCIATION SAN FRANCISCO BAY REGION CHAPTER
MEETING OF EXECUTIVE BOARD AND ADVISORY COUNCIL

January 4, 1968

The meeting was held during dinner at a restaurant in Berkeley, Mark Baer, Chapter President, presiding.

William Petru, Nominating Committee Chairman, submitted the names of Elinor Alexander, C. Reese Gallimore and Raphaela Kingsbury to be members of his committee. These names were approved by vote of the Executive Board.

Gwyneth Heynes, Bulletin Advertising Chairman, reported that there will be five fully-sponsored issues of the Bulletin this year. Each sponsor is paying \$125 for one issue. Stacey's is not a sponsor this year. They prefer individual advertisements in each issue because of the value of repetitive advertising. Gwyneth Heynes thinks that our old advertising rates were much too low. The Los Angeles Chapter's rates are about double what ours were. She believes that the sponsorship idea is not popular, but with it she has obtained \$625 for the Bulletin this year. However, this still does not cover the production costs of the Bulletin. Gwyneth is now soliciting advertising for the Chapter Directory. She has obtained one advertisement so far, and the outlook is encouraging.

Mark Baer, on behalf of the Chapter, thanked Gwyneth for obtaining more money this year for both the Bulletin and Directory.

Martha West, Treasurer, reported that our 1967-68 allotment from headquarters was \$802.98. We have a balance of \$1200 at present due to the receipt of royalties from Headquarters resulting from the sales of "The Library; an introduction for library assistants", but our fixed expenses currently are greater than our annual allotment.

Mark Baer announced that the above publication is one of SLA's all-time best-sellers and is due to go into its second printing shortly. He congratulated and thanked Bill Petru, the editor, and Martha West who assisted him.

Marian Wicklin was asked to introduce the subject of guidelines for the Chapter's special project funds.

Mark Baer asked Beverly Hickok, Chairman of the Education Committee, if her Committee had plans for the future use of its monies. She said that they did, but they are not sure how much they will need. As a co-sponsor with two divisions of CLA, they made a commitment of \$1000 of their Committee's funds to an institute on the Anglo-American Code. This institute will be titled, "Cataloging with a New Code", and will be held on three successive Saturdays, April 20, April 27, and May 4. At their next meeting, the Education Committee plans to discuss a fall 1968 workshop for library assistants.

Mark suggested that the funds of all special project committees are a part of the chapter monies. As such, should any part of them be available to the Chapter for other projects or expenses? He also mentioned that the IRS is looking into the whole problem of finances of non-profit organizations. He asked Jeanne North to study the entire problem and report to the Board with recommended guidelines for the funds.

The meeting adjourned at 7:40 p.m.

Marian E. Wickline, Secretary

WORKSHOP
for
LIBRARY TECHNICIAN TRAINING IN THE COMMUNITY COLLEGE

The workshop will be held January 18th and 19th at the University of San Francisco. The keynote address will be delivered by Dr. Louis Shores, Dean Emeritus, Library School, Florida State University, and is titled: "What is Happening?"

The workshop is structured to clarify the role of the library technician in the library, identify desirable competencies and knowledge, review current curricula and methodology, develop recommended program structure for consistency, and provide guidelines for effective operation. The program will bring leading professional librarians together with community college staff for constructive dialogue concerning the technician, develop mutually acceptable terminology, refine curriculum patterns by interaction, expose effective instructional techniques, and exchange successful operating methods.

The two day exercise should increase the acceptance of the technician as a member of library staffs and provide a clarification of his role, establish a suggested curriculum pattern as a guide for emerging and existing programs, improve instruction in library technician courses, provide answers for effective operations, and procedures for establishment of new programs.

Participants in the workshop will consider with the California colleges the need for, and the value of library technicians. They can help establish some continuity in the direction of the programs for training these sub-professionals. The workshop is intended to elicit earnest consideration and suggestions, invite and evaluate criticism of the library technician concept, and formulate guidelines for the direction of future training programs. Constructive group thinking should enlarge understanding of, and yield purposeful direction to the technician programs, and establish the role of technicians in the library world after they have received their training.

Dean Swank Suggests Some Approaches to Interlibrary Cooperation
Under LSCA Title III

Dean R.C. Swank recently spoke to the chapter on the implications to special libraries of Title III of the Library Services and Construction Act, providing for interlibrary cooperation. His remarks were based on his current report "Interlibrary Cooperation under Title III of the Library Services and Construction Act," prepared for the California State Library. Dean Swank is a member of the State Librarian's Committee on Title III, on which Jeanne North represents the special librarians of Northern California. Obviously the 78-page report cannot be truly represented here, but Dean Swank and State Librarian Carma Leigh have permitted the lifting out of context of the following excerpts of importance to special librarians in planning for interlibrary cooperation.

Librarians have engaged in cooperative ventures of one kind or another for more than a century. Within the constraints placed upon them by the jurisdictions they serve, they have evolved bibliographical centers and interlibrary loan services, cooperative acquisition and processing programs. But only recently has the movement toward the establishment of formal cooperative library systems and networks gained momentum. A major stimulus has been the Library Services Act and the Library Services and Construction Act which provided federal assistance to rural and, later, to urban public libraries. In California, another boost to this movement has been the Public Library Services Act (PLSA) which provided planning, establishment, and per capita grants for cooperative public library systems. By June, 1967, thirteen such systems, in areas serving over 7 million persons and involving 68 separate libraries, had been established.

Meanwhile, in June 1965 the California State Library had published Public Library Service Equal to the Challenge of California, by Lowell Martin and Roberta Bowler.¹ This survey conceived a regrouping of public library forces and recommended a plan of action toward a coordinated structure of local, regional, and statewide centers.

A new dimension was added to this movement by the State Technical Services Act of 1965 (STSA), which called attention to the specific problems of disseminating technical and scientific information to business, commercial, and industrial concerns throughout the state. George Bonn

1. Lowell A. Martin and Roberta Bowler, Public Library Service Equal to the Challenge of California; a Report to the State Librarian (Sacramento, California State Library, June 1965).

was engaged by the California State Library to prepare a report, Technical Information for California Business and Industry (December 1966).² This report described the weakness of public library services in this field and recommended contractual arrangements between the public library systems and one or more of the major academic libraries of the state, which alone have research collections of the caliber needed by business, industry, science, and technology.

It is the new Title III of the LSCA, however, that puts the question of coordination among the several types of libraries squarely before the library community. It points clearly to the desirability of breaking down old barriers and habits of thought and of stimulating joint action among public, school, academic, and special libraries. Federal funds, as well as state funds, are now becoming widely available to school, college, and university libraries, as well as public libraries, and through research and development contracts also to special libraries in business and industrial firms. Assurance is sought that these funds do in fact serve the general public interest in the most economical and efficient manner.

Coordination between school and special libraries is still rare and experimental, but exciting and challenging. Three instances of industrial research and development libraries in California that have opened their doors to students on a limited basis have come to my attention: the Aerospace Technical Library at San Bernardino, the Aeronutronic Library of the Philco Corporation at Newport Beach, and the Autonetics Research Library at Anaheim.³ The Aerospace library has invited students and faculty members of local high schools and colleges to use the library as a supplemental source for research material in science, engineering, and mathematics one night each week throughout the school year. Similar programs are offered by Aeronutronic and Autonetics.

Another areas of interest is the relationship between academic and special libraries, especially the scientific and technical libraries of business and industry. This relationship is particularly important between large university libraries and the heavy concentrations of industrial research and development laboratories that often cluster around university centers, for purposes of library support and intellectual interchange. Some ten years ago the Stanford University Libraries

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2. George S. Bonn, Technical Information for California Business and Industry; a Report to the California State Librarian (Sacramento, California State Library, December 1966).
 3. L. H. Linder, "Student Library Nights at Aeronutronic," SLA, Southern Chapter, Bulletin XXVI, No. 2 (Winter 1964), 37-38;
V. J. Michel, "Autonetics School Library Program," *ibid.*, 40.

established its Technical Information Service (TIS) as a separate department through which all library services to business and industry are now channelled.⁴ The purpose of the TIS is to improve services to business and industry without encroaching upon services to faculty and students and to cause business and industry to pay not only the direct costs of the services but also a fair share of the standby costs of maintaining the research collections.

The California Institute of Technology has organized a group of Industrial Associates who acquire special privileges, such as faculty visits, technical seminars, and extensive library services in return for annual financial contributions to the Institute. The University of California at Berkeley Libraries offer interlibrary loan services to special libraries more than fifty miles from the campus, and UCLA offers similar services with the restriction that loans are not sent by mail to other libraries in the Los Angeles area. Both UC libraries lend to "qualified individuals" on a fee basis and provide photocopying services at scheduled prices.

Examples of planned coordination between academic and special libraries can readily be found elsewhere in the state and nation. For example, a study has been made for Harvey Mudd College (one of the Claremont Colleges) of "the bases, including the use of the techniques of automata, for providing the capability for a science library for academic-industry use."⁵ In Texas, a long-term contract exists between Southern Methodist University and the Graduate Research Center of the Southwest, fifteen miles apart, for coordination that is "characterized by rapid messenger service, an annual contribution for acquisitions and cost-or-service reimbursements, and a full-time librarian's salary furnished by the special library."⁶

I shall turn now to examples of multilateral programs and proposals, which are more fully consonant with the goals of Title III. A significant multilateral program in California is that of the Associated Science Libraries of San Diego, which now embraces 19 college, university, special, and public libraries for the purpose of facilitating interlibrary loans, exchanging information about collections, and providing bibliographical assistance, study privileges to visitors, and referral services.⁷ In commenting upon the implications of this cooperative for technical information services in California, George Bonn wrote: "Such mixed co-ops may be the instrumentality by which special libraries are brought

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4. Jack Pooler and David C. Weber, "The Technical Information Service in the Stanford University Libraries," College and Research Libraries, XXV (September 1964), 393-99.
 5. A Joint College/Industry Library with Automata; Prepared for Harvey Mudd College, Science and Engineering . . . (Reprinted by the Council on Library Resources, 1964).
 6. Julie H. Nott and Marjorie Wheeler, "Library Service by Contract: A Joint Venture," College and Research Libraries, XXVIII, No. 2 (March 1967), 107.
 7. A Plan to Use and Improve Community Science Information Resources through Interlibrary Cooperation (San Diego Public Library, 1963).

more formally into the state's technical information network and they could stand to gain financial aid in proportion to their participation in the information network program, the same as any other library." ⁸

Looking outside the state, one recognizes at once that such programs as the Pacific Northwest Bibliographical Center and the Rocky Mountain Bibliographical Center for Research are prime examples of multilateral cooperation among the several types of libraries. These are union catalog and interlibrary loan referral centers, with additional functions of a cooperative nature, that are supported by the participating libraries. LSCA funds are now being used to help support the Rocky Mountain Center.

Indeed, the Rocky Mountain Center figures importantly in proposals prepared by Nelson Associates, Inc. for a statewide library network in Colorado that would include college and university, special, and school libraries as well as public libraries.⁹ The Bibliographical Center would serve as the general communications control for the entire state network. Both the University of Colorado Libraries and the Denver Public Library would be designated as statewide reference centers.

A multilateral plan for service to industry has been proposed in Houston, Texas. The Houston Technical Information Center would undertake to provide access to the technical information sources of the area, including those in public and university libraries.¹⁰

In New York State the "3R" program (Reference and Research Library Resources) has received considerable nationwide attention. The original proposal called for "a statewide program for rapid acquisition and sharing of new knowledge, strengthening college, university, public and industrial research library resources, and a contribution to the economic, social and educational welfare of the people of New York."¹¹ There has now been created a Reference and Research Library Resources Board, and the establishment of regional reference and research library systems is now in progress, with state aid apportioned on a per capita basis-- per student and per professional worker in each region.

Closely related to the "3R" proposal is another study by Nelson Associates, Inc., of multilateral library cooperation in New York City.¹² After reviewing the resources of the New York Public Library, the borough public library systems, the academic libraries, and the special libraries, this study proposed the establishment of a New York Library Service Authority (to be a coordinating agency, not an operating library).

8. Bonn, op. cit., p. 2.

9. Nelson Associates, Inc., New Directions in Library Service for Colorado; Report of a Study Undertaken for the Colorado State Library (Aug 1965).

10. Harlod G. Richardson, "The Proposed Houston Technical Information Center," Special Libraries, LIV (May-June 1963), 297-99.

11. Knowledge is Power; Organized Research of Yesterday for Use Today and Tomorrow. . . (The University of the State of New York, The State Department of Education, Albany, 1961).

12. Strengthening and Coordinating Reference and Research Library Resources in New York State, (Nelson Associates, Inc., 1963).

Let me mention one more example--the new National Lending Library in England. I mention this because it suggests a significant approach to faster and cheaper copies of materials needed by libraries throughout the country. As I understand it, this library, in contrast with conventional libraries, is organized specifically to facilitate the reproduction of its resources instead of reference and borrowing by readers. A separate "copying library," serving all interests of the state, might well be envisioned as a future link in the chain of multi-type-of-library coordination.

It is clear that the evolution of library systems into a network that effectively links the several types of libraries will require the breaking down of many old barriers and habits of thought and the substitution of a new spirit of flexibility and experimentation. The give and take of cooperative action will require more sophisticated organizations and procedures, improved safeguards, and more equitable balancings of accounts. A general loosening of traditional lines of responsibility and benefit between types of libraries will have to follow recognition that all citizens have some right to information services that are supported by tax dollars, whether in public, academic, or special libraries.

There are other areas of possible coordination that might be incorporated into Title III projects, but these seven appear to be the major ones, particularly where inter-type-of-library systems are dealing with scientific, technical, and other research materials: (1) communication, (2) bibliographical, (3) delivery services, (4) reference services, (5) order and catalog processes, (6) collection building, and mechanization. It is recommended that projects supported with Title III funds deal importantly with joint action in one or more of these areas.

Coordinated systems should and will develop, and should be supported under Title III, along subject lines as well as geographical. A strong trend toward the organization of bibliographical services by discipline is developing at the national level. The full strength of specialized research libraries, including collections of technical reports and documents, can probably be mobilized, even for service to public libraries, only through subject systems. Useful channels for exploring future possibilities are the special library associations, including the Special Libraries Association, the American Association of Law Libraries, the Medical Library Association, the Theological Library Association. 84.8 per cent of the special library resources in the state are in three out of nine regions: East and South Bay, Greater Los Angeles, and Greater San Diego. 83.7 per cent of the academic library resources are in two regions: East and South Bay and Greater Los Angeles. Indeed, 42 per cent of all academic library resources are in three institutions: U.C. Berkeley, U.C. Los Angeles, and Stanford. Compensation by contract to these major research libraries is suggested because they cannot be expected to offer statewide services at the expense of their own clienteles. The State Library might enter into such contracts on behalf of the entire state.

Three patterns of coordination, combined into a network, seem likely in the long run to achieve the goals of Title III: (1) geographical or regional systems along the general lines of the present and proposed public library systems, but including local school, college, and special libraries; (2) systems of special subject libraries, not necessarily including public libraries; and (3) statewide services by a few research libraries, including the major metropolitan public libraries. The last pattern also includes the State Library, which by definition provides statewide services and maintains research collections.

If funds become available for the planning or establishment of inter-type-or-library systems, I would suggest that planning studies of demonstrations be authorized for at least one geographical system and one subject system. In northern California, a likely geographical system is the North Bay Cooperative, in which region the academic and special libraries are neither too numerous nor too large for experimental coordination with the existing public library system. A likely area for the development of a special subject system is the peninsula south of San Francisco, where an extraordinary concentration of special and academic libraries in science and technology have already developed close working relationships.

Topics about which more intensive or extensive data would be helpful in planning the implementation of Title III.:

1. A thorough survey of existing relationships among the several types of libraries in California.
2. Since Title III programs will by definition involve libraries represented by special library associations, a significant area for further study is the goals, the philosophy, and the methods of these special groups. The evidence so far suggests that the Special Libraries Association is eager to explore the community responsibilities of its members.
3. Data on numbers and holdings should be brought up to date and completed for each county and region and type of library, and they should include such special materials as technical reports.
4. For academic and special libraries there should be compiled data on numbers of students, faculty members, professional workers, and others who comprise their clientele.
5. In the field studies of existing cooperative programs among different types of libraries, particular attention should be paid to the costs and the bases of support of or reimbursement for the services rendered.
6. Data should be gathered on inter-library loan, photocopying, and reference services by the several types of libraries.
7. Of particular value would be a sophisticated sampling of the duplication of resources, especially resources for research, among libraries of the same type and between libraries of different types.

BAY AREA REFERENCE PROJECT

Mr. Richard Coenenberg, Director of the Bay Area Reference Project at the San Francisco Public Library, recently described the plans and programs of this project at a Chapter Meeting of the San Francisco Bay Region Special Libraries Association. The project is, he explained, a two-year demonstration, financed by Library Services and Construction Act funds administered by the State Library. The funds will be used to provide staff to develop and administer the project, to purchase some additional research materials, and to experiment with rapid means of communication.

The San Francisco Public Library is the major reference and research center, available to the general public, in Northern California. The North Bay Cooperative Library System, comprising public libraries in six counties north of San Francisco, is the pioneer library system in California, or, for that matter, in the country. The Project is concerned with tying in such systems to the regional research centers, providing access to their resources, trained staff to retrieve information, and rapid lines of communication to get information to the patron when and where he needs it. Initial demonstration will involve a cooperative effort between San Francisco and the North Bay system. One of the principle goals is to demonstrate the effectiveness of complete network libraries, as envisioned by the State Master Plan.

Reference referrals will use not only mail and telephone service, but any feasible means of communication. Word has since been received that the San Francisco Public Library now has a direct teletype connection with North Bay headquarters, and reference questions are being forwarded to San Francisco from the two Area Libraries: Santa Rosa-Sonoma and Vallejo Public Libraries, giving patrons using any North Bay system library access, through referrals, to the resources of the SFPL. Experiments will also be conducted with several types of tele-facsimile equipment.

Intensive staff development, through exchanges and workshops, is part of the program. In this area, Mr. Coenenberg hopes that it will be possible to work closely with special librarians, to the benefit of both groups, who will become better acquainted with each others' techniques and resources.

Mr. Coenenberg concluded with a challenging summation:

"I would like to emphasize the fact that it is a demonstration project. ...We are out to change things and change them for the better. We want to try all kinds of new ways, develop some new approaches to our common problems and experiment with the most modern methods we can find. We may make a lot of mistakes but we're not afraid of trying. The world is changing mighty fast these days and libraries had better learn to keep a step ahead of the game if we are going to be relevant institutions in the 70's. If any of you people have any great ideas you're dying to try out, I'd be glad to hear about them - maybe by putting our heads together we can come up with something really new and exciting in librarianship."

Barbara Ivantcho

TECHNICAL INFORMATION CENTER
QUANTUM SCIENCE CORPORATION, PALO ALTO

Quantum Science Corporation, formed in 1960, is a subsidiary of Samson Associates, Inc. Company headquarters are at 245 Park Avenue in New York and the QSC building in Palo Alto is located at 851 Welch Road. The company acts as consultant to major industrial corporations and financial institutions, providing economic services as well as continuing analyses of technological developments both in this country and internationally. Currently, employees number in excess of 70, more than half of whom are on the professional staff and 15 of whom are holders of Ph.D. degrees.

Since 1965, Quantum Science's MAPTEK service has drawn increasing attention from the industrial and economic communities. The service is a unique application of input-output theory to analysis of current technology and demand for equipment, components, and materials within the electronics and science-related areas of the economy. In the same reporting framework, technology and the interrelationships of the technical sectors of the economy are projected five years ahead. Since the company's computer facilities are located in Palo Alto, the production of MAPTEK constitutes a primary part of the West Coast office's activity.

The first professional librarian joined the Palo Alto staff in early 1967. As is true in most similar situations, the initial stage of the library program was necessarily to organize the materials on hand and to introduce systems providing for efficient accomplishment of administrative routines. The work in this area had progressed satisfactorily and the library is now located in its permanent quarters, comprised of approximately 600 square feet exclusive of staff office space.

The emphasis of QSC's Technical Information Service is on current awareness in the relatively well-defined areas of company interest, rather than the creation of broad-based reference capability. Thus, priority has been given to the acquisition of journals and other current literature, as well as coverage of relevant reporting services. Surveillance operations are still manual and therefore inherently limited; however, one of the programs on which pilot studies will be made during 1968 will be the utilization of the company's computer facilities for rapid literature indexing and interface with staff interest profiles. Development will be with the idea of expanding the program to include all acquisitions, regardless of their format, into an integrated indexing/cataloging system. To facilitate work on library EDP activities, such as this, the library plans to develop computer programming capability within its own staff.

As the nature of the company's work would indicate, there is also a requirement from its Staff Scientists for the most complete information available relating to corporations within the electronics and other scientific industries. The standard financial and product reporting services are therefore supplemented with an in-house collection of corporate publications from more than 2500 companies. During 1968, data from these files will be computerized to provide completely flexible access to the material, both for continuing surveillance and for special projects which are undertaken by the company.

William Baum, Librarian

MEMBERSHIP CHANGES

TRANSFER IN

Seelye, Miss Mary E. 20M-III
2415 Ala Wai Blvd. Apt. 1004
Honolulu, Hawaii 96815

Shapiro, Mr. Leonard 20CIII
c/o D. Pate
691 Hawthorne Dr.
Tiburon, Calif. 94920

ADDRESS CHANGES

Barrett, Miss Deborah D.
1507-A Arch St.
Berkeley, Calif. 94708

Bates, Mrs. Elizabeth R.
154 Oak Court
Menlo Park, Calif. 94025

Bodie, Mrs. Elizabeth A.
441 La Vista Rd.
Walnut Creek, Calif. 94508

Chaney, Mrs. Aileen A.
41 Rico Way
San Francisco, Calif. 94123

Fair, Mrs. Judy H.
Government Documents Div.
Stanford University Libraries
Stanford, Calif. 94305

Hall, Mrs. Marjorie D.
Richmond Branch Library
351 9th Ave.
San Francisco, Calif. 94118

Headley, Miss Ava Dell
Technical Library, Box 22
U.S. Army Experimentation Command
Fort Ord, Calif. 93941

McDonnell, Richard D.
186 Acalanes Dr.
Sunnyvale, Calif. 94086

Meyer, Robert S.
244 Columbia Ave.
Kensington, Calif. 94708

ADDRESS CHANGES (Cont.)

Noel, Mrs. Florence H.
2427 Marcelyn
Mountain View, Calif. 94040

Osborne, Hernan C., Jr.
437 Poppy Place
Mountain View, Calif. 94040

Purchottam, Dr. Natesaier
1533 Beverly Place
Berkeley, Calif. 94706

Schiffer, Miss Rita E.
4107 California St., #5
San Francisco, Calif. 94118

Shamberger, Douglas E.
2952 Magliocco Dr. #11
San Jose, Calif. 95128

Stephens, Miss Mary L.
1085 Greenwich, #5
San Francisco, Calif. 94133

Webster, Mrs. Valerie G.
1940 Mt. Vernon Ct. #15
Mountain View, Calif. 94040

DECEASED

Mr. Charles G. Gros 20L-III
1382 California Ave. S
Palo Alto, Calif. 94306

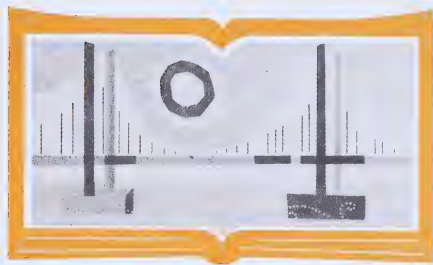
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Austinson, Mr. Sigurd M.
Pratt, Mr. Allan D.

The Special Libraries Association San Francisco Bay Region Chapter thanks the sponsor is this issue PERRY DAVIS, Bookbinders, 1308 Rollins Road, Burlingame, California. Telephone: 342-6021.

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

April 1968

No. 4

Vol. 38

This issue of the Bulletin is sponsored by Western Periodicals Company, 13000 Raymer Street, North Hollywood, California.

Horizons Unlimited, Professional Travel Agents, have asked that the following information be made known to the membership.

The SLA 1968 Post-Conference Tours have not been cancelled, and are going on as planned. If there are any further questions members may call Alice G. Anderson COLLECT on Tuesdays and Wednesdays between 6:00 and 9:00 P.M. Telephone: 617-332-2932.

The Editor has obtained the following information which may be of interest to other members who are planning to attend the SLA Conference in Los Angeles, but would also like to vote in the Primary Election Tuesday June 3, 1968. This information is primarily for residents of Santa Clara County, but can be applied to other Counties as well. Written applications for Absentee Ballots should be sent to the Registrar of Voters, Santa Clara County, P.O. Box 1147, San Jose, California. It will also be possible to cast your vote between May 6th and May 28th at 45 West St. James Avenue, San Jose, which is between Market and First Streets.

Editor

Margaret M. Craig
Falconer Biology Library
Stanford University Libraries
Stanford, California 94305

Advertising Manager

Gwyneth M. Heynes
Friden, Inc.
2350 Washington Ave.
San Leandro, California

John Allen Fitz, Program Coordinator of the State Technical Services Act Programs at UCLA spoke to the Chapter at a meeting on January 31, 1968. These programs are organized to assist California business and industry keep abreast of the information explosion through conferences and courses which emphasize the sources and applications of technical and scientific information. The conferences and courses include:

- Ceramics Industries Information Sources and Applications
- Marine Sciences Information Sources and Their Applications
- Metal Forming Information Sources and Their Applications
- Microelectronic Circuitry Information Sources and Their Applications
- Plastics Industries Information Sources and Their Applications
- Sources of Information and Research Utilization

Mr. Fitz reported in a letter to Mrs. Alyce Mackin, Program Chairman, that discussions of two possible programs are now in progress which grew out of the January 31st meeting. Mrs. Mackin reports further that there will be a special program initiated with the Lockheed Management Association on April 20, 1968 in Sunnyvale on the Literature of Lasers and their Applications.



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TO THE MEMBERS OF THE SAN FRANCISCO BAY REGION CHAPTER SPECIAL LIBRARIES ASSOCIATION

Dear Librarians:

It has been my pleasure the past few years to visit many of your libraries and meet many of you personally. In appreciation for your acceptance and support of our services, Western Periodicals Company is pleased to be able to sponsor this issue of THE BAY REGION CHAPTER BULLETIN.

Western Periodicals Company has been quite active in SLA for many years, attending meetings and conventions on a national as well as a local level. In doing so we have attempted to keep abreast of various problems that arise in the profession. We constantly strive to remain aware of the needs of libraries and librarians on an individual basis as well as creating materials and ideas to ease the load on library personnel.

Our series of Permuted Indices to Symposium Literature has been widely praised by the profession. The fact that every item Western Periodicals Company has published or distributed has been kept in print has meant less searching for the librarian and minimum cost to management. Our annual serial titles service has been a savings in time and money, and has been widely accepted by many libraries throughout the world. Our success in this type of operation has been proof to ourselves as well as our customers of the validity of this kind of service.

We would like to thank the members of the Bay Region SLA for their patronage, their ideas and their criticism which we have appreciated and considered very seriously, and will continue to do so in the future.

Western Periodicals Company will continue to maintain a large stock of back-issue journals and be pleased to accept your duplicates on credit exchange.

We have recently published a new catalog of back-issue journals, symposia, and publications. If you have not received your copy or are not on our mailing list or if you have any questions about our service, please contact us. Our entire staff is at your disposal.

Sincerely,

Norman B. Laufe
Vice President-Sales
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Mrs. Agnew is a Russian language consultant at Rand Corp.; Russian language teacher, L.A. City Schools system; and translator for such firms as Jet Propulsion Lab., N.A.A., Rockwell, Bunker-Ramo and Electro-Optical Systems. **\$9.50**

PROCEEDINGS

2nd Symposium on Hybrid Microelectronics—Technical Thick-Film Proceedings. Boston, Mass. October 30-31, 1967

Contents include: Substrate Surfaces for Microelectronics; Achieving Reliable Thick Film Components; A Photoetch Process for the Fabrication of Hybrid Thin-Film Circuitry; Thallium Oxide Resistive Glazes, Thick Film Circuit and Substrate Design Considerations for Automation; Comparison of the Use of Thin and Thick Film Resistors and Conductors in Hybrid Integrated Circuits; New Dielectric Glazes for Crossover and Multilayer Screened Circuitry; High-Density, Low-Power, Thick-Film Circuits for Space Systems. **\$12.50**

Instrumentation for the Process Industries 1967 Proceedings. Texas A & M University. January 18-20, 1967

Contents include: Future Instrumentation Developments, DDC Will Improve Process Instrumentation, Recent Developments in Thermocouple Temperature Measurement in the 1500-2300° F Range, The Use of Digital Logic Elements in Analog Control Circuits, Positive Displacement and Turbine Meter Applications and Calibrations for Custody Transfer Measurements, The Future for Electrochemical Techniques in Process Monitoring and Control, Industrial Applications of Fluidics, A New Approach to Instrument Wiring Design, More "Noise" About Noise, Guidelines for Profitable Computer Control Systems, Relationships Between Contractors and Users of Instrumentation. **\$10.00**

11th SAMPE Symposium on the Effects of the Space Environment on Materials St. Louis, Missouri April 19-21, 1967

Contents include: the penetrating radiation environment in space, effects of spacecraft sterilization procedures and Mars dust environment on thermal control coatings, an apparatus for weight loss determinations in space environments, behavior of solid rocket materials in space and re-entry environments, simulated space effects on microelectronic device materials, silicones in outer space.

Cloth

\$15.00

12th National SAMPE Meeting—Advances in Structural Composites. Anaheim, Calif. October 10-12, 1967

Papers are arranged in the following sections: Advances in Composites, Insulation, Deep Submersibles, Industrial Applications, New Reinforcements, Advanced Structures, Processing, Design, Armor. **\$28.50**

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CONTENTS (partial): Cost Effectiveness: Introduction and Perspective; Cost Analysis: Concepts and Methods Outline.

OCEAN ENGINEERING

Edited by Richard D. Terry, North American Aviation, Inc.

Vol. 1. Introduction and Data Collection. 616 pages. Paper. \$20.00

CONTENTS (partial): Introduction, acknowledgments, contributors and summary. Data collection and processing and modernization of present equipment. Data collection, processing, dissemination, recommended studies. Modernization of present equipment, equipment requirements aboard ocean going vessels. Reporting, warning and protective services.

Vol. 2. Communications and Navigation. 620 pages. Paper. \$20.00

CONTENTS (partial): Communications: Technological considerations. Program for communication systems. Navigation: Fundamental geodetic problems. Celestial navigation. Piloting systems. Satellite navigation systems. Electronic systems, underwater acoustics, satellite systems, inertial systems, composite and miscellaneous systems.

Vol. 3. Energy Sources and Conversion, Undersea Construction. 602 pages. Paper. . . . \$20.00

CONTENTS (partial): Energy sources and energy conversion - To be used at sea: nuclear, chemical, solar, etc; To be obtained from the sea. Waste conversion and disposal - Nuclear; Industrial.

Undersea construction, habitation, and vehicles - Engineering approach; Construction techniques; Materials, equipment; Life support; Vehicles; Recreation.

Vol. 4. Mineral Exploitation and Biology. 380 pages. Paper. \$20.00

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Permuted Index to International Convention Record IRE Volumes 1-10, 1953-1962 **40.25**

Permuted Index to Joint Computer Conferences, Eastern and Western, 1952-1962 **11.50**

Permuted Index to Conference on Magnetism and Magnetic Materials Volumes 1-9, 1955-1963 **16.95**

Permuted Index to Military Electronics Conference Volumes 1-9, 1957-1965
PG MIL Midwinter Proceedings Volumes 1-5, 1962-1966 **IEEE Transactions MIL** Volumes 1-9, 1957-1965 **16.00**

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Permuted Index to Wescon Technical Papers Volumes 1-10, 1957-1966 **17.50**

Permuted Index to Institute of Radio Engineers (IRE, IEEE) Transactions
PGEC 1-EC 13, PGIT 1-IT 10 (IRE, IEEE) Transactions on Electronic Computers and Information Theory **18.00**

Permuted Index to National Aeronautical and Navigational Electronics Conference 1952-1964 **17.50**

Permuted Index to Electronic Components Conferences 1950-1964 **12.50**

1967 Wescon Volume 11

PART	SUBJECT AND SESSION	PRICE
1	Communications, Radar, Solid-State Imaging Sessions 3, 9, 13	\$8.75
2	Circuit and System Components Sessions 1, 4, 8, 16	\$8.75
3	Computers and Data Systems Sessions 6, 10, 12	\$8.75
4	Electronic Management, Fluidics, Static Power Systems Sessions 2, 11, 15 and 1967 Permuted Index Supplement	\$8.75
SET	Complete Set of 51 Papers and 1967 Permuted Index	\$35.00

1966 Wescon Volume 10

PART	SUBJECT AND SESSION	PRICE
1	Antennas, Microwaves, Communication Sessions 7, 12, 19	\$7.50
2	Integrated Circuits Sessions 5, 10, 20	\$7.50
3	Electron Devices & Packaging Sessions 3, 8, 18	\$7.50
4	Computers and Data Processing Sessions 1, 21	\$5.50
5	Systems, Space Electronics Sessions 4, 9, 24	\$7.50
6	Instrumentation, Electronic Systems, Components Sessions 11, 14, 16, 22, 23	\$11.50
	Permuted Index Volumes 1-10	\$17.50
SET	Complete set of 87 Papers (\$41) and Permuted Index (\$15)	\$56.00

8th International Electronic Circuit Packaging Symposium

1967 Symposium Record	\$10.00
7th IEC Packaging Symposium Record	\$10.00
6th IEC Packaging Symposium Record	\$10.00

1965 Wescon Volume 9

PART	SUBJECT AND SESSION	PRICE
1	Military Electronics Sessions 9, 10	\$3.50
2	Integrated Circuits Sessions 1, 11, 16a, 16b	\$8.00
3	Electronic Power Sessions 5, 20	\$3.50
4	Computers and Data Processing Sessions 2, 12, 17, 18	\$7.50
5	Space Electronics: Systems, Spacecraft Communications Sessions 4, 7, 14, 19	\$10.00
6	Instruments and Measurement Sessions 3, 8, 13	\$7.50
SET	Complete set of 71 Papers	\$40.00

1964 Wescon Volume 8

PART	SUBJECT AND SESSION	PRICE
1	Antennas and Microwaves Sessions 1, 6, 16	\$6.50
2	Circuit Theory Sessions 2, 18	\$4.00
3	Electron Devices, Component Parts Sessions 7, 12, 17	\$4.00
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8th National Society for Information Display Symposium
San Francisco, Calif. May 24-26, 1967

Contents include: dry silver recording materials for display purposes, the application of photochromics to color display, the plasma display panel—a new device for information display and storage, anaglyph stereoscopic CRT display system, analysis of saturation and reliability in a shared display system.

Paper

\$15.00

SUMMARY OF THE MINUTES OF
SPECIAL LIBRARIES ASSOCIATION SAN FRANCISCO BAY REGION CHAPTER
MEETING OF EXECUTIVE BOARD

February 5, 1968

Attendance:

Mark Baer	Ray Brian
Barbara Ivantcho	William Petru (guest)
Marian Wickline	Beverly Hickok (guest)
Martha West	Margaret Ulridge (guest)
Alyce Mackin	

The meeting was called to order by Mark Baer, Chapter President, at 7:45 p.m. after dinner at the Iron Duke restaurant in San Francisco.

Mark reported briefly on the mid-winter meeting of the SLA Advisory Council in New Orleans at which he and Barbara Ivantcho represented the Chapter. The Advisory Council was in favor of relaxing SLA membership requirements and simplifying the membership classification structure to allow clearer interpretation at the national and local levels. The Council also favored a revision that would not require current employment in the library field as a condition of membership. A proposal to open membership to anyone expressing an interest in special libraries was not adopted, however.

Mark also reported that Herbert White requested the Council members to discuss with their chapters the appropriateness of the present name of our association. Mark felt that there was little enthusiasm for this suggestion.

Mark requested that Martha West, Chapter Treasurer, and Beverly Hickok and Margaret Ulridge of the Education Committee arrange for the transfer of the Education Committee funds to the jurisdiction of the Chapter Treasurer. After brief discussion, the mechanics for this were agreed on. Similar arrangements will be made with Elizabeth Roth of the Publications Committee.

Mark reported that he had been asked about the feasibility of establishing a geography and map section within the Chapter. Because there are only nine members of the Geography and Map Division in the Chapter, he had replied negatively.

The Encyclopedia Britannica had made an offer to the Chapter. They would send advertising brochures to our printing firm to be addressed and mailed by the printer to our members. The printing firm would be paid by the Encyclopedia Britannica for this service. The brochures would offer the encyclopedia at a substantially reduced rate to our members for them to purchase personally, either for their own use or for their libraries. In return, the Chapter would get \$10 for each set sold. Because the Encyclopedia Britannica wants approximately one thousand name possibilities, their proposal would be handled jointly with the Los Angeles and San Diego chapters. It was agreed by the Board that this should be done.

Barbara Ivantcho suggested that the Union List of Serials be revised and she requested volunteers to assist in the work. Martha West suggested that, rather than revise the List, a mechanism be arranged for cooperative holdings so that certain libraries would be responsible for holding particular titles and other libraries would not have to retain those same titles. Brief discussion indicated that the Board felt revision of the Union List was preferable at this time.

Ray Brian Announced that a two-weeks, full-time course on archives and records filing is being considered for August, 1968, under the sponsorship of U.C. Extension. The U.S. Archivist would be one of the lecturers. Margaret Ulridge suggested that those planning the course check with U.C. School of Librarianship for any conflict in dates.

AMERICAN SOCIETY FOR INFORMATION SCIENCE

formerly American Documentation Institute

2000 P Street, N.W., Washington, D.C. 20036 Telephone: (202) 332-6365 Executive Director: James E. Dry

S. F. Chapter - Box 3525 - Stanford, California

NEWS RELEASE -- FOR IMMEDIATE DISTRIBUTION OR PUBLICATION

A "SPRING SEMINAR ON INFORMATION SCIENCE" is being co-sponsored by the San Francisco Chapters of the American Society for Information Science and the Special Libraries Association on Saturday, April 27. The seminar will be an all-day meeting at the facilities of the Ampex Corporation in Redwood City, California... Lunch will be included in the registration fee of \$10.00.

Experts from many areas will discuss and illustrate the diverse and challenging nature of the field; major addresses will include: discussion of information channels by Dr. Egon Leobner, prominent physicist with Hewlett-Packard Corporation; consideration of information transfer and storage (including systems such as EDUCOM) by Charles Steinberg of Ampex Corporation; and description of on-line reference retrieval at Stanford by Professor Edwin Parker of Stanford's School of Communications Research.

Afternoon discussion panels will provide investigation of key areas of related interest such as library automation and the copyright problems related to information transfer. Robert Taylor, President of ASIS, librarian at Hampshire College (a developing experimental college and library), will be present to participate in the seminar and discuss the nature of the developing field of information science.

A unique feature of the seminar will be provided through the cooperation of the Ampex Corporation; proceedings of the seminar will be recorded on video-tape, and may be used for a later playback at other ASIS Chapter meetings.

The American Society for Information Science is an interdisciplinary group with activities of interest to scientists, librarians, computer specialists, educators, publishers, and many others interested in the challenges of information in our society. As President Taylor has put it, the association "...builds bridges between disciplines and between research and application". That ASIS is a changing and growing society is highlighted by its new name (until this year, the Society had been the American Documentation Institute). The 1969 ASIS National Convention will be in San Francisco, and so this Spring Seminar is intended to serve as an introduction to ASIS for many West Coast groups.

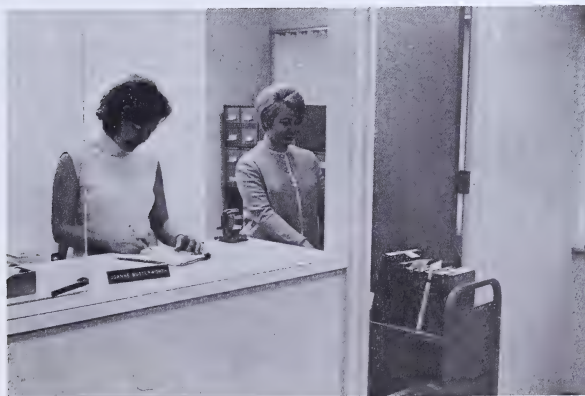
Registration may be reserved by sending a check for \$10.00 to "San Francisco Chapter, ASIS", P. O. Box 3525, Stanford, California. A more detailed brochure of the Seminar will be available and also may be obtained by writing ASIS at that address.

RESEARCH LIBRARY
MEMOREX CORPORATION
Santa Clara

In a period of seven years, Memorex Corporation has multiplied from a group of 30 pioneers located in a Palo Alto warehouse to over 1400 employees who have already outgrown a modern facility comprising 410,000 sq.ft. in Santa Clara. Memorex is synonymous with "Precision Magnetic Tape." The tape products are used in computers, instrumentation recording of scientific information, and television recording. During 1967 Memorex became more diversified. Beginning in September a new product line of disc packs was mass produced at a Los Angeles facility. In order to meet the expected production requirements for 1968, a new plant has been built in Santa Clara; it will go into full production by mid-year. In addition, Memorex is leasing a facility in Sunnyvale to produce a disc drive unit. It is hoped that in 1968 the production and sales of magnetic discs and tapes will greatly exceed the \$34 million reported in 1967.

I accepted the position of Technical Librarian in November of last year. There are approximately 100 technically trained professionals. My prime duty is to serve the Research Division of which I am a part; however, Santa Clara being the Corporate Headquarters, there are many nontechnical people who need Library Services also. My goal is to set up a system which will serve the immediate purposes and can be easily adapted to a more sophisticated computer oriented system in the future. The Library's collection consists of 1500 books, 110 journals currently received (back files of many), 3600 reprints, 5000 company catalogs, 2400 patents, 150 miscellaneous items, 125 in-house technical reports. One of the first major undertakings for me and Carol Roland, the Library Clerk, is to retrieve, classify, and retain as many as possible of the 1500 books scattered around in various offices.

Joanne Butterworth
Librarian



SPECIAL LIBRARIES ASSOCIATION SAN FRANCISCO BAY REGION CHAPTER
MEMBERSHIP MEETING, MARCH 21, 1968

At the chapter meeting at the California Teachers' Association building in Millbrae, President Mark Baer read the slate of candidates offered by the Nominating Committee:

Vice-President, President-Elect

George R. Lockett, U.S. Naval Postgraduate School

Mrs. Alyce Mackin, Eimac

Secretary

Mrs. Elizabeth R. Bates, Engineering Library, Stanford University

Mrs. Mary Lewis Waller, Lenkurt Electric Company

Director

Kenyon Rosenberg, Ampex Corporation

Mrs. Avis Stoppie, San Francisco Public Library

There were no nominations from the floor and the slate was accepted by vote of the members present.

The President requested that anyone interested in serving on this year's Conference Hospitality Committee in Los Angeles should contact him as soon as possible. The Conference Hospitality Chairman has issued an urgent appeal for volunteers.

The question of the amount of the Chapter's proposed gift to Headquarters for the refurnishing of the Association's new offices in New York was introduced by Mark Baer. He showed a chart which listed the sizes of various chapters with the amounts of their gifts. Martha West, Treasurer, stated that our general fund contains \$1100. Ray Brian suggested that the gift be based on our membership count with perhaps \$1.00 per member. Alleen Thompson felt this was too small and she moved that the chapter donate \$500. The motion was seconded. Bob Mayer noted that averaging the chapter gift figures that Mark had presented resulted in approximately \$1.00 per member. Ray Brian suggested that an amount based on the number of members might have a psychological advantage and more meaning. The \$500 motion was then defeated by show of hands and Ray Brian moved that the Chapter donate an amount of one dollar for each member. Oda Hansen seconded this. Mark stated that we have approximately 340 members. This motion was then voted by those present and this concluded the business of the evening.

Respectfully submitted,
Marian Wickline, Secretary

The following letters were received by Mark Baer:

Dear Mark:

Thanks very much for your letter of 22 March 1968 enclosing a check for \$350.00 on behalf of the 350 members of the San Francisco Bay Region Chapter of Special Libraries Association.

We are grateful for the contribution to the fund for new furniture and equipment and for the thoughtfulness of the Chapter in helping to provide more attractive, efficient and pleasant offices.

Please convey my thanks and appreciation to the Chapter at large. I look forward to greeting you in Los Angeles.

Yours sincerely,

George H. Ginader
Executive Director
Special Libraries Association

Dear Mark:

Thank you very much for the contribution of the San Francisco Bay Region Chapter of \$350 to be used for furnishings and equipment. I don't have to tell you again how much this is needed at Headquarters! I would like you and all the members of the San Francisco Bay Region Chapter to know that your gift is very much appreciated. It will be used to make Headquarters a more efficient and attractive place to work.

Kindly express my personal gratitude to all of the members for this gift. I hope that someday they may visit 235 Park Avenue South to see how the Association has used their gift.

Sincerely,

Mrs. Elizabeth R. Usher
President
Special Libraries Association

MEMBERSHIP CHANGES

NEW MEMBERS

Miss Dorothy E. Campbell, Asst. Ln.
General Office 20UV
Pacific Gas & Electric Co.
245 Market Street
San Francisco, Calif. 94106

Miss Muriel A. Coombs 20L-V
Tech. Services Section, Lib.
Ampex Corp.
401 Broadway
Redwood City, Calif. 94063

Mrs. Eileen Cox, Ln.
Library 20CIII
Matson Research Corp.
100 Mission St.
San Francisco, Calif. 94105

Mr. Francis A. Guido 200IV
P.O. Box 668 - SL
San Mateo, Calif. 94401

Mr. James H. Harlan 20VIII
P.O. Box 529
Livermore, Calif. 94550

Mrs. Christina Li Hu 20L-V
1072 Tanland Drive, Apt. 207
Palo Alto, Calif. 94303

Dr. Edward C. Jestes 20BIV
616 "E" Street
Davis, Calif. 95616

Mrs. Marjorie B. King 20LV
Aerospace Corp. Lib.
2350 E. El Segundo Blvd.
El Segundo, Calif. 90245

Miss Yvonne KwaiYee Ko 20-VI
2299 Piedmont Ave.
Berkeley, Calif. 94721

Mrs. Elinor J. Martin 20L-V
61 Divisadero
San Francisco, Calif. 94117

Miss Betty J. Robinson 20-VI
1615 Grove St., Apt. 101
Berkeley, Calif. 94709

TRANSFER IN

Mr. William Bliss Wood, Asst. Prof.
Dept. of Librarianship 20EIII
San Jose State College
San Jose, Calif. 95114

ADDRESS CHANGES

Mr. Joseph J. Anderson 20L-III
Boot Hill Ranch
5959 Sedge Road
Carson City, Nev. 89701

Miss Mary A. Felo 20L-V
320 E. O'Keefe Apt. 19
Palo Alto, Calif. 94303

Mrs. Mary T. Handley 20/21RIII
Gen. Delivery
Vallejo, Calif. 94590

Mr. Beryl F. Hefley, Supv. 20VIII
Library Div.
Sandia Corp., Livermore Lab.
P.O. Box 969
Livermore, Calif. 94550

Mr. Herman C. Osborne, Jr. 20SV
852 Jordan Ave., Apt. H
Los Altos, Calif. 94022

Mr. Robert S. Meyer
1984 Tice Valley Blvd.
Walnut Creek, Calif. 94529

TRANSFER OUT

Mrs. Herta D. Fischer
Mr. Paul J. Hughes
Miss Frances Strachwitz
Mrs. Elizabeth P. Williams

DROP

Mrs. Kathryn J. Gloyd

The Special Libraries Association Bay Region Chapter thanks the sponsor of this issue WESTERN PERIODICALS COMPANY, 13000 Raymer Street, North Hollywood, California.



Mrs. Isabella Lyon Nestor, Ln.
Crocker-Citizens Nat. Bank
79 New Montgomery St.
San Francisco, Calif. 94120

BULLETIN

SPECIAL LIBRARIES ASSOCIATION /



SAN FRANCISCO BAY REGION CHAPTER

June 1968

No. 5

Vol. 38

This issue of the Bulletin is sponsored by the Franklin Square Subscription Agency, 415 Cambridge Avenue, Palo Alto, California 94306. (415) 328-3933.

* * *

During the past year Special Libraries Association has faced serious financial and organizational problems. I have been particularly gratified by the strong support which our membership has given to the Headquarters operation and to our elected officers.

In the San Francisco Bay Region Chapter substantial gains have been made in placing the Chapter on a sounder financial basis, giving us the freedom to undertake a greater variety of projects in the future while continuing to support the fine work that has been done by our Education and Publication Committees.

It is my hope that in the coming year the Chapter will be able to make some significant and constructive contribution in the area of social problems, particularly in the areas of racial conflict and the hard core unemployed. Possibly through activities of our Education Committee, or by new and imaginative programs yet to be developed, I believe that we can find a way to take meaningful action, while broadening our own concept of our professional responsibilities.

I am grateful for the opportunity to have served as your president and wish to take this opportunity to thank a most helpful and cooperative Executive Board, an excellent Advisory Council, and the entire membership of the San Francisco Bay Region Chapter.

Respectfully submitted

Mark Baer

Editor

Margaret M. Craig
Falconer Biology Library
Stanford University Libraries
Stanford, California 94305

Advertising Manager

Gwyneth Heynes
Friden, Inc.
2350 Washington Ave.
San Leandro, California

CHAPTER OFFICERS 1968-1969

President	Barbara Ivantcho Stanford Research Institute
Vice President & President- Elect	George Luckett * U.S. Naval Postgraduate School
Secretary	Elizabeth Bates * Engineering Library, Stanford University Libraries
Treasurer	Martha West Programming Services, Inc.
Director	Ray Brian California Academy of Sciences
Director	Avis Stopple * San Francisco Public Library

* Newly elected, 1968



THE FRANKLIN SQUARE SUBSCRIPTION AGENCY

NORTHWEST

415 Cambridge Avenue • Palo Alto, California 94306 • (415) 328-3933

Reginald Pickett
General Manager

Dear Librarian:

The Franklin Square Agency feels privileged, on this occasion, to be given the opportunity of sponsoring the Bulletin of the Bay Area Chapter of the Special Libraries Association.

Since 1905, Franklin Square Mayfair Subscription Agency has specialized in meeting the periodical needs of libraries. During the past six years we have placed great emphasis on the needs of the special libraries, an area that had universally been accepted but never challenged. Franklin Square has decided to meet the challenge and move toward truly fulfilling the needs in a field that is demanding, complex, but exciting and rewarding.

How can we really challenge and meet your needs? We have recognized that beyond the basic requirements your needs vary greatly. Yes, we have a basic service. It is managed and operated by experienced, well-trained people, but we have more. We are flexible and ambitious. Our service can be adjusted and rearranged to get closer to what your individual needs are. We are ambitious and must move ahead.

What can we at Franklin Square do for you? Well, I will tell you what we can do for you as a basic service, but we need your help. We need to receive your orders early enough to get them to the publishers and get your service started on time. We need your help to grow with us. Tell us what you need and give us a chance to help you. Recognize our desire to work for you. Don't ask us to substitute service for price. We want to give you the quality that you not only deserve but should demand.

We intend to always improve. How much we improve and how good we get will depend on how demanding you are. We hope you will be very demanding and challenge us to produce.

We do, of course, handle periodical subscriptions for many special libraries, indeed, all types of libraries in all fields throughout the United States. What we offer them and what we offer you is a complete magazine purchasing service.

1. When you buy your magazine through us you eliminate the sending of purchase orders and checks to many different publishers. One purchase order, one bill, one check no matter how many titles you may be ordering.

2. We will handle the purchasing for you of virtually every magazine you require whether it be domestic or foreign, technical, trade or scientific.
3. All orders will be processed on our own internal computer equipment, offering you complete invoicing flexibility. Your invoices can be programmed to show different bill to and ship to address or department to be charged, and every magazine order will appear with complete name, title and address information.
4. If you wish all of your subscriptions to expire at the same time, we will undertake to set up a common expiration date for you.
5. You will be notified well in advance of all renewal dates so that you can let us know which publications you will want to continue receiving or if you prefer, your subscriptions can be entered on an automatic renewal basis and they will then be extended each year until you tell us to cancel.
6. We will, of course, give prompt attention to all requests for adjustment and handle complaints, changes of address, etc.
7. The Franklin Square Agency also offers you personal attention and service through its branch offices located in Boston, Washington, D.C., Chicago, St. Louis, Los Angeles and San Francisco, in addition to our home office in Teaneck, New Jersey. It is our intention, incidentally, to open more such offices just as quickly as trained and qualified managers become available.

Please let us know how we can best serve your needs. If you will tell us of any problem you might have, we will be happy to offer you our thoughts and suggestions.

Thank you again for giving us this opportunity to tell you about the Franklin Square Agency. We will look forward to hearing from you.

Sincerely,



R. G. Pickett
General Manager

COMMITTEE REPORTS

PROGRAM COMMITTEE

In reviewing the years' activities, we seemd to have developed around a theme of automation and its amplification. Notably absent from our meetings were tours of libraries - which may or may not have been a welcome change. Perhaps next year we will enjoy seeing how other libraries look.

Programs for the year:

- Thursday, September 28, 1967. A dinner meeting was held at the Villa Chartier, San Mateo. Mr. Gerald D. Newton, a Systems Analyst and a Librarian, stimulated our interest in his discussion of the control of serials at the University of California at Davis. From the initial program at Davis, the system will eventually expand to all the campus holdings of the University. Attendance: 115.
- Wednesday, November 1, 1967. A dinner meeting at the Edgewater Inn in Oakland had the title "Network Plans in Our Future." Dean Ray Swank of the University of California School of Librarianship talked about the California State Library report on a statewide network. Richard Coenenberg of San Francisco Public Library spoke about the network plans centered in San Francisco and surrounding areas. Attendance: 75.
- Wednesday, November 29, 1967. Tri-part joint meeting with ACIS and sponsored by the Association for Computing Machinery (ACM) was held at the Villa Chartier in San Mateo. Dr. Robert M. Hayes, Director of the Institute for Library Research, UCLA was the speaker. His topic, "Information Retrieval and Mechanization in Libraries", was geared toward the ACM members who were less aware of the development within libraries of mechanized information services. Attendance: 120.
- Thursday, January 4, 1968. A special SIA business meeting was called by our president, Mark Baer, at Shell Development Corporation auditorium. Alleen Thompson presented the facts on the proposed dues increase. Members present entered into a discussion on a change in membership qualifications. Attendance: 30.
- Wednesday, January 31, 1968. Dinner meeting at International Inn in South San Francisco had as guest speaker, Dr. John Allen Fitz, UCLA Program Co-ordinator for University Extension. His topic was "Use of Information Sources: Innovation and Invention". His talk outlined the development of the Federal-State Technical Services Act and industrial services available under this Act. Attendance: 66.
- Wednesday, February 28, 1968. The Rare Book Room of San Francisco Public Library was the meeting place for our February joint meeting with CLA. Robert Vosper, University Librarian, UCLA, was our speaker, and his topic, "Implications in Automation", covered less technical details and more the reasons for interest in automation. Attendance: 110.

PROGRAM COMMITTEE (Cont.)

Thursday, March 21, 1968. Meeting was planned by our Recruitment Chairman, Judy Fair, and held in the auditorium of the CTA building in Burlingame. Guest speaker on recruitment was Mrs. Dorothea Rowden, Recruitment Executive for the California Library Association.
Attendance: 21.

Saturday, April 27, 1968. All day workshop is planned with ASIS the sponsors. They have graciously invited the members of CLA to join with them for the day's meeting.

Saturday, May 25, 1968. Grand finale to the year is a picnic to be held on the lawn of the Charles Krug winery in the Valley of the Moon. Our new officers will be announced. It is to be a meeting held "Just for Fun!"

Respectfully submitted,

Alyce Mackin

ARCHIVES COMMITTEE

The Archives activities have been largely confined to placing material in the files.

We continue to be greatly indebted to the Mechanics' Library for providing space for these records.

Respectfully submitted,

Isabella L. Nestor

BULLETIN

Five issues of the Bulletin were prepared this year. The average number of copies printed was 400, distributed to a fluctuating membership roster of 350. Additional copies were distributed to Bulletin sponsors, all SLA Board Members and Chapter Presidents, and contributors of special articles.

Each of the Bulletins was sponsored by a single advertiser, and featured brief descriptions of newly formed libraries or libraries having recently hired their first Professional Librarian.

Respectfully submitted,

Margaret M. Craig

COMMITTEE REPORTS (Cont.)

✓ ADVERTISING MANAGER

Advertising revenue for the Chapter Bulletin was again provided by the Sponsorship plan which was adopted last year. The cost to the sponsor remained \$125.00. Last year's sponsors were the first to be approached, and only one, Stacey's, was negative about the program.

Five issues were sponsored, the sponsors being:

National Magazine
Foster & Futernick
Perry Davis Bookbinding
Western Periodicals Co.
Franklin Square Agency

The two new sponsors, Western Periodicals and Franklin Square Agency, were the only people approached so there is no indication this year of the enthusiasm or lack of it, for this type of advertising policy on the part of other potential advertisers, with the exception of Stacey's who declined to participate.

For the first time, advertising was solicited for the Chapter Membership Directory. Letters were sent to sixteen possible advertisers excluding those who had already agreed to sponsor a Bulletin issue. The response was less enthusiastic than we had hoped although five advertisers paid for space, providing a sum of \$380.00 towards the expenses of publishing the Directory. They were:

Addis Translations
Bro-Dart Industries
Electrostatic Copying Service
Sweets Industrial Information Systems
Squire Magazine Agency

Advertising rates were:

One full page (outside cover)	\$100.00
One full page (inside)	80.00
Double page spread	150.00
One half page	50.00
One fourth page	25.00

Total advertising revenue for the year was \$1,005.00.

I recommend that next year's Advertising Manager continue with the Bulletin Sponsorship plan and with Directory Advertising. If the chapter should decide to return to our previous form of advertising for the Bulletin a drastic revision in rates should be considered.

Respectfully submitted
Gwyneth Heynes

RECRUITMENT COMMITTEE

The Committee had grandiose ideas of a new, revitalized effort in the area of recruitment. Although not all the talked-about ideas were carried out, several activities were held with reasonable success. A questionnaire was distributed in the first issue of the Bulletin to ascertain profiles and opinions, on non-library issues, of the general membership. 29 replies were received.

Instead of the traditional tea for the library school students, this year an open house with hot mulled wine, cider, and donut holes was held in the Men's Faculty Club. Approximately 25 SLA members and 6 UC Library School faculty chatted with 10-15 students. The SLA members were asked to contribute to the financing of the open house, and expenses were met successfully.

A third activity was planned to acquaint the membership with Mrs. Dorothea Rowden, CLA Recruitment Representative, and some of her recruitment experiences. Mrs. Rowden emphasized cooperation among the professional organizations in recruiting; unfortunately only about 20 members were present to hear her ideas.

The Chairman would like to thank Mrs. Uridge, members of the Education Committee, and all other members who contributed time, effort, and support to the committee.

Respectfully submitted

Judy H. Fair

COMMITTEE REPORTS (Cont.)

✓ EMPLOYMENT COMMITTEE

During the past year, seventy individuals seeking library positions contacted the Employment Chairman. There were ninety-eight registered applicants as of the time of this report. Only seventeen new positions were listed during this same time span and three of there were clerical. Eleven positions remain unfilled.

Copies of ninety-two applications were sent out to prospective employers. Five interviews with applicants were held by the Chairman and three applicants notified me that they had been placed. Only one of these was hired to fill a listed job opening.

No placement lists have been issued this past year since there were too few job openings at any one time to make it worthwhile.

An analysis of the applicants records on file revealed the following bits of information.

1/4 of the applicants were male; 3/4 female.

11 had undergraduate majors in English; 11 in history; 7 in languages; 5 each in education and sociology; 4 in political science; 3 each in anthropology, economics, and journalism; 2 each in chemistry, speech pathology, general science, and zoology. The rest of the undergraduate majors ranged from art/drama to Latin and psychology.

Work experience analysis showed 65 applicants with academic library experience, 39 with public library experience, 33 with industrial, 12 government, 4 medical and 3 with military library experience. Several were recent graduates or non-librarians with no library experience.

Respectfully submitted,

Lorraine Pratt

✓ MEMBERSHIP COMMITTEE

Membership records, as of April 1, 1968:

I Sustaining	12
II Life	4
III Active	236
IV Affiliate	15
V Associate	51
VI Student	24
VII Honorary	0
VIII Emeritus	8
	<hr/>
	350

MEMBERSHIP COMMITTEE (Cont.)

Changes in 1967-68:

New members	28
Transfer in	16
Reinstated	9
Transfer out	21
Resigned	5
Deceased	1

Notification was received in April of 30 personal and 3 sustaining members to be dropped for non-payment of 1968 dues. These are being reminded of membership renewal by letter or telephone.

A total of 51 application blanks were distributed to prospective members by the committee during the year, exclusive of student applications distributed by the Recruitment Committee. A temporary mailing list was maintained for persons inquiring about membership. Four applications were rejected by the SLA Membership Committee: two because of an insufficient combination of training and experience, and two because applicants were not employed.

Respectfully submitted,

Barbara Ivantcho

PUBLICATIONS COMMITTEE

Our newest proposed publication, Library Use of Computers - an Introduction, papers from this Chapter's course of several years ago, under the auspices of our Education Committee, managed and the results now edited by Gloria Smith and Bob Meyer, are this week being sent to all the Non-serial Publication Committee members, as well as to the acting editor at Headquarters. Another Education Committee member, because he is interested in seeing the lectures in print, Roger Martin, undertook the considerable work of photocopying to send each NSP member a copy.

Our hope is that having a copy this week in the hands of each member, not waiting for Headquarters to reproduce or forward on its route system - that the NSP might get its recommendation to the Board this June. If the work gets NSP Committee approval, that is. Our MSS has been given a Project No., NSP 184.

Guy Bell, SLA's former editor, made recommendations last Fall, which have been incorporated. Each contributor has had a 1967-68 chance to up-date his work.

The Committee voted not to try to write and publish a handbook on how to plan and run a library workshop, in view of the ALA's recent publication on the same subject, poor as it is.

SLA Executive Director, George Ginader, informed Roger Martin last week that

PUBLICATIONS COMMITTEE (Cont.)

this Chapter's 1967, The Library, an Introduction for Library Assistants, edited by William C. Petru with the assistance of Martha W. West, is again in print and backorders are being filled by Headquarters.

The earnings and expense section of this report became the official responsibility of the Treasurer in 1968; therefore the financial portion of this report will be covered by that officer.

Respectfully submitted,

Elizabeth Roth

CONSULTATION COMMITTEE

During the year 1967-68, the Chapter Consultation Committee received seven requests for assistance in establishing libraries, namely:

Economic Opportunity Council of San Francisco, Inc.
Oakland Economic Development Council
U.C. Water Resources Center
Marine Minerals Technology Center, Tiburon
California Hospital Association, San Francisco
Fireman's Investment Fund, American Co., San Francisco
Watkins-Johnson Company, Palo Alto

Two of these companies are preparing to establish substantial library services. Fireman's Investment Fund has a consultant to assist in the organization of a special microfilm library over a period of several months. Watkins-Johnson Company, after a project engineer attended an American Management Association meeting in San Francisco and learned of the Special Libraries Association, made a definitive study of the involvements in organizing a library. Miss Kathrine Johnson has been consulted frequently.

The California Hospital Association, San Francisco, after a move to Sacramento, expects to establish a formal library. Miss Regina Chadwick visited the Association on a consultation basis.

Other companies were seeking assistance in organizing simple controls for small collections. Literature was sent as well as suggestions of libraries of comparable size to visit.

The Marine Minerals Technology Center, with a new librarian - Miss Diana Pacini, sought assistance for organizing with some mechanized control.

A conversation with a personnel officer of a company advertising for a librarian to be responsible for establishing a library as well as performing secretarial duties resulted in a visit from a consultant which convinced the company that they would be disappointed in what they expected to accomplish if they combined the two tasks. As yet, no librarian has been hired.

Respectfully submitted,
Marjorie Griffin

COMMITTEE REPORTS (Cont.)

HOSPITALITY COMMITTEE

A summary of the 1967/68 meetings can be found in the report of the Program Committee.

Membership Chairman forwarded information on new members as received. I tried to introduce new members who attended meetings, but this was not often possible. Tending to the mechanics of meetings is already more work than one person alone can handle. We need naturally gregarious out-going types to play this role. This points out a continuing need. This committee should always have no less than two members - to insure that at least one can attend in the event of illness or emergency and to serve as a learning experience for the younger member. How can we make passive SLA'ers into working members?

Prices continue to rise for food and accomodations. More caterers now require contracts signed in advance and the Hospitality Chairman needs to be experienced and alert. He should triple count place settings and those eating and total attending and verify these with another member and then see if this figure agrees with the resturant manager's count. This should be done before leaving at the conclusion of the program.

I found it necessary to establish and maintain a card file on members, new members and guests. This is important to be able to introduce new members, transfers and visitors and identify them to membership committee for possible recruitment, identify affiliations for members inquiring about other members, etc. The mechanics involved now in the clerical processing of over 100 reservations means that the Hospitality Chairman should be in a library that has some clerical help. I would suggest that he be far less flexible about accepting reservations after the deadline except as a desperation measure to insure meeting a required minimum when this seems a hazard. We need to continue to emphasize payment by check as cash is not acceptable.

The problem of permitting late arrivals who do not pay for dinner to participate in hearing the speaker but not meeting their per capita share of the meeting costs remains essentially unsolved. It simply continues to go on.

Service on this committee is particularly desirable for newer and younger SLA people. The problems are becoming sufficiently complex that greater continuity is necessary.

Respectfully submitted,

Ray Brian

✓ EDUCATION COMMITTEE

Meetings:

Held on July 13, September 21, October 19, November 15 and December 13, 1967, January 11, February 13 and March 12, 1968.

Meetings planned after submittal of annual report on April 17, 1968, and an unknown date in May, 1968.

Membership:

Remained the same as for the previous year, except for the following changes: Ida Dobler was asked to join the committee, and her first meeting was September 21, 1967; Roy Nielsen resigned as of December 1967, and Robert Meyer rejoined the committee as of the January 1968 meeting. He had been the first chairman in 1959/60 and has served on the committee until January 1966.

The membership as of April 1968 consisted of Elinor Alexander, Ray Brian, Ida Dobler, Roger Martin, Robert Meyer, Margaret Rocq, Margaret Uridge and Beverly Hickok, Chairman.

Guests:

Judy Fair, the Recruitment Chairman, and Elizabeth Roth, the Publications Chairman, were invited to attend all meetings and each was able to attend four meetings during the year. Mark Baer, the President was invited to attend whenever he could find the time, and was able to attend two meetings. Gloria Smith, co-editor of "Library Use of Computers", attended two meetings in order to discuss progress on the publication.

New Policy in Regard to Education Committee Fund:

Jeanne North, Past President of the Chapter, was appointed by the President to prepare a report in January 1968 entitled "Policies for Disposition and Disbursement of Funds Earned by Chapter Activities", which was designed so that Chapter management of special funds should conform with national policy. As a result of this, Margaret Uridge and Beverly Hickok attended an Executive Board meeting on February 5, 1968, and it was decided that the President and the Treasurer should be the signatories for the Education Committee Fund rather than the Education Committee Chairman and former Chairman. The Education fund and the Publication fund will be kept in separate accounts from the general Chapter accounts, and the Treasurer will submit periodic reports to the chairmen of the two committees. As of January 1968, the Education Committee had \$1,939.89 in a savings account and \$461.41 in a checking account.

Anglo-American Code Institute, April 20, April 27 and May 4, 1968:

The Education Committee, along with two divisions of the California Library Association, is sponsoring an institute on the Anglo-American Code on three Saturdays in April and May At San Francisco State College, which is designed to further the education of technical services and reference librarians. It will consist of a sequence of lectures by Professor Seymour Lubetzky, School of Library Service, UCLA, and a panel on the last Saturday composed of local librarians who have been using the Code. Margaret Uridge, of the Education Committee, served as an active member of the joint planning committee and will be the Chairman of the Institute. The Education Committee guaranteed up to a maximum of \$1000 from its special fund, so that there would not be any loss, but it is expected that there will be a profit, which will revert to the Education Committee Fund. The number of registrants was limited to 192 due to the size of the room, and it may be necessary to plan another Institute, perhaps in the Fall of 1968.

EDUCATION COMMITTEE (Cont.)

Workshop for Library Assistants:

The fourth such Workshop to be sponsored by the Education Committee is tentatively planned for January 1969 at the University of San Francisco. "The Library; an Introduction for Library Assistants", which developed from the lectures given at the first and second workshops held in 1962 and 1964, will be used as the text. The Education Committee is now planning the subjects, type of presentation and the speakers for the Workshop.

Publications:

"The Library: An Introduction for Library Assistants"

This was published in 1967 by Special Libraries Association and sold so well that it has been temporarily out of print. However, a new printing should be completed very soon.

"Library Use of Computers"

The lectures presented at the Spring 1965 course sponsored by the Education Committee are in process of being updated and edited by Robert Meyer and Gloria Smith. They expect to finish the editing in April 1968 and send the manuscript to the national Nonserial Publications Committee for final approval, so that it may be voted on by the Executive Board at the June 1968 meeting.

"Library Workshop Manual"

The committee discussed the possibility of publishing a manual describing how to put on a library workshop. It was decided to postpone a decision until after the draft of the manual had been revised during the planning and management of the next Library Workshop for Library Assistants in January 1969.

California Dept. of Education Workshop for Library Technician Training in Community Colleges, January 18-19, 1968:

This workshop was sponsored by the Bureau of Junior College Vocational-Technical Education to clarify the role of the library technician in the library, review current curricula and provide guidelines. It was planned for administrators and instructors in junior colleges and was attended by about 90 persons. Margaret Uridge represented special libraries on a panel on "What is the function of the library program?", and Robert Meyer represented the Special Libraries Association on a panel on "Next steps".

Participation on Advisory Committees of Library Technician Programs in Junior Colleges:

Roger Martin was the committee's representative on the advisory committee for the San Francisco City College program until December 1967, when Ray Brian assumed the responsibility. Mark Baer became a member of the San Mateo Junior College advisory committee in February.

Future plans:

Committee members are planning on attending a planning session at the Los Angeles conference on Sunday, June 2, from 1 to 4 p.m. sponsored by the national Education Committee on "Continuing education for special librarianship; where do we go from here?" It is hoped that other interested Chapter members will also attend. The Education Committee would welcome any suggestions from members as to subjects for short courses or institutes to be sponsored by the San Francisco Chapter.

Respectfully submitted,
Beverly Hickok

TREASURER'S REPORT

CURRENT OPERATING FUND

Balance on hand as of 1 July 1967. \$ 214.69

Income

Allotment from Association during year	\$802.98
Other (Itemized)	
Advertising - Bulletin & Directory	\$920.00
Meal checks	\$1,067.85
Royalty from "The Library..."	\$757.97
Bulletin subscriptions	\$10.00
Repayment Loan to Pub. Fund	\$39.79
Student Tea & Miscellaneous	\$53.00
Total Other	\$2,848.61

Total Income \$3,651.59

Total Assets \$3,866.28

Expenditures (Itemized)

Directory	\$407.50
Bulletin	\$841.59
Meeting Notices	\$108.00
Postage	\$296.54
Sales Tax	\$66.74
Dinner Meetings	\$1,063.50
Loan to Pub. Committee	\$39.79
Gift to Headquarters	\$350.00
Printers handling charges & Misc.	
Business supplies	\$205.99
Student Tea	\$52.89

Total Expenditures \$3,432.54

Balance on hand as of April 30, 1968 \$433.74

PROJECT FUND - PUBLICATIONS

Balance on hand as of 1 July 1967	\$2,493.93
Income to Project Fund	\$13.94
Total Assets in Project Fund	\$2,507.87
Expenditures from Project Fund	\$43.19
Balance on hand as of April 30, 1968	\$2,464.68

Fund was established July 1, 1966

Fund was last used in Spring, 1967 for Expenses incurred by publication of Union List.

2nd edition of Union List in planning stages.

TREASURER'S REPORT (Cont.)

PROJECT FUND - EDUCATION

Balance on hand as of 1 July 1967	\$1,761.41
Income to Project Fund	\$3,204.00
Total Assets in Project Fund	\$4,965.41
Expenditures from Project Fund	\$1,963.67
Balance on hand as of April 30, 1968	\$3,001.74

Fund was established August, 1964.

Fund is currently being used to support the Anglo-American Cataloging Rules Institute being sponsored by the Chapter.

BACKFILES FOR SALE

Mr. M.R. Heinrich, 10669 Eloise Circle, Los Altos, California 94022, telephone 941-3336 has the journals listed below for sale. If anyone wishes to contact him during the day, he can be reached at Ames Research Center, telephone 961-1111, ext. 2719.

Chemical abstracts, v.39 (1945) - v.54 (1960).

Analytical chemistry, v.22 (1950) - v.37 (1965).

Federation proceedings, 1957 - 1965.

Science, v. 139 (Jan., 1963) - v. 154 (Dec., 1966).

All the journals are unbound.

NEWS RELEASE

SAN FRANCISCO PUBLIC LIBRARY
CIVIC CENTER SAN FRANCISCO 2 CALIFORNIA

The first public library facsimile transmission network in the Western United States has been established in the Bay Area, Richard Coenenberg of the San Francisco Public Library announced today.

Financed under a federal demonstration project grant, the facsimile transmission network provides for the exchange of reference materials between the cooperating libraries by electronic signals carried by telephone circuits in a matter of minutes. In the past, using the mails, this process often took days or weeks.

Currently equipped for facsimile transmission are four libraries: the Main San Francisco Public Library in Civic Center; the San Francisco Business Library in downtown San Francisco; the Vallejo Public Library; and the Napa City-County Public Library. Within the next month four other libraries will have the necessary equipment installed: Marin County Free Library; Solano County Free Library; Santa Rosa-Sonoma County Free Public Library; and the Excelsior Branch of the San Francisco Public Library.

The facsimile network is an expansion of services begun last summer when the "Bay Area Reference Center" (BARC) was

FOR FURTHER INFORMATION: DAVID E. BELCH, KL 8-4010

organized at the San Francisco Public Library. BARC is a federally sponsored two-year project aimed at improving library reference service service to rural and suburban areas.

"This entire project is an attempt to help community libraries by offering them the services of a major metropolitan library when needed," BARC director Coenenberg reports. "BARC reference services are made available through the seventeen libraries who belong to the North Bay Cooperative Library System which covers Marin, Solano, Napa, Sonoma, Mendocino and Lake counties."

If a library patron in those six counties asks a question which cannot be fully answered within their own system, the inquiry is then forwarded to BARC by teletype. The BARC staff in San Francisco has the entire 600,000 title book collection and more than 5,000 periodicals of the San Francisco Public Library in which to seek a complete answer.

Answers to these reference questions often require tables, charts, illustrations or complex extracts from books or magazines. Photocopies are made of such materials and transmitted to the North Bay libraries through facsimile transmission.

In facsimile transmission, a photosensitive light cell attached to a revolving drum, scans a page of printed material and then transmits electric impulses via the telephone to a receiving unit with a standard 8-1/2 by 11 inch page requiring

five to six minutes for transmission.

"This highly sophisticated communications equipment will give us a chance to experiment and improve our own services as well" points out Mrs. Oloanne D. Palen, project director for the participating NBCLS libraries. "If someone in Vallejo or the Marin County needs materials housed in the Santa Rosa-Sonoma County Free Public Library, we can transmit to them by merely dialing their telephone which is then placed into the coupling device of the facsimile receiver."

"This entire project is a wonderful chance for us to continue the work we began eight years ago when we formed the first library co-op in California. Facsimile transmission is the latest step in improving services offered to every one of the now seventeen member North Bay Cooperative" said Mrs. Palen.

The heavily patronized Business Branch of San Francisco Public Library on Kearny Street near the heart of the city's financial district, has been one of the busiest of the facsmile network. The increasing demand for business statistics and materials offers an opportunity to expand the public library's services to the business community.

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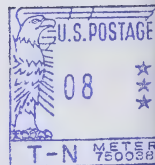
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